

2018 Hotel Brand Reputation Rankings: USA & Canada

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■ INTRODUCTION

At a time of brand consolidation, brand proliferation and the rise of mega-brands, branding has never been more important in the hotel industry. Hotel owners choose to affiliate with brands to optimize profits, and travelers choose branded hotels to know what type of experience to expect.

How well do hotel brands meet these expectations? In a world where hotel companies manage multiple properties and brands in the same destination, often within the same segment, how well do brands distinguish themselves from one another?

A key way to gauge performance is online reputation, which represents a collective measure of guest satisfaction as expressed in online reviews and ratings.

But while it's easy to measure the online reputation of hotels, measuring brand reputation is more challenging. This is because travelers review hotels, not brands. Whereas a hotel's reputation is shaped by its online reviews, brand reputation is shaped by the collective reputations of hotels within a brand.

BENCHMARKING BRAND REPUTATION

This report represents the most comprehensive analysis to date of hotel brand reputation in the United States and Canada. It draws from over 15 million online reviews of more than 32,000 branded hotels, ranking 179 brands by segment using ReviewPro's review data and STR's hotel brand registry and chain scale classification system.



Cornell University
School of Hotel Administration
The Center for Hospitality Research

Our study builds on the findings of the white paper recently published by Cornell University. Analyzing reputation data provided by ReviewPro, author Chris K. Anderson, director of the Center for Hospitality Research, found that variation in reputation is four times larger across hotel brands than across chain scales in North America. He also found that variation in reputation across hotels within a brand is greater than variation in reputation in hotels across brands.¹

"The results show that online reputation is mainly a function of brand rather than segment or hotel location," says Anderson. "As one might expect, brands with more consistency tend to rank better in average reputation." The study also found that variation in reputation among hotels within brands decreases as chain scale increases.

¹Chris K. Anderson and Saram Han, *Indexing Hotel Brand Reputation*. Cornell University School of Hotel Administration, 2018.

IMPROVING BRAND REPUTATION

Given the variations in reputation, the choice of brand is even more important for travelers and investors. To stay competitive, brands must deliver a consistently high level of guest satisfaction across their portfolio.

"At ReviewPro, for over a decade we've been developing tools and processes to help hotel companies improve the guest experience," says R.J. Friedlander, ReviewPro's CEO and Co-founder. "We're excited to share this report, which represents a starting point for conversations with brand executives and hotel investors about how to measure, benchmark and improve guest satisfaction and reputation brand-wide."

METHODOLOGY

For this report ReviewPro analyzed 15,423,138 online reviews of 32,359 hotels representing 179 brands in the US and Canada. The data was drawn from 65 review sources over a one-year period from April 1, 2017 to March 31, 2018 and compares performance to the previous year, from April 1, 2016 to March 31, 2017.

The focus of this report is North America, where branded properties are more prevalent than other regions. Future reports will analyze brand reputation on a global scale.

The analysis is limited to hotel brands in the US and Canada that are listed in STR's chain scale report. Brands are grouped by chain scale, or segment, according to STR's system of classifying hotels by average room rates. The six chain scales are economy, midscale, upper midscale, upscale, upper upscale and luxury.

Brands are ranked according to ReviewPro's Global Review Index™ (GRI™)², an industry-standard benchmark of quality derived from traveler reviews, in addition to ReviewPro's proprietary algorithms used for department indexes. Brands with less than five properties in the corresponding chain scale in the US and Canada have been excluded, as have brands with fewer than 100 reviews in each index.

Review response ratios are based on the number of responsible reviews, which are defined as reviews which contain written text (vs. ratings only) and allow a management response.

For a list of brands included in this report, see the Index of Brands.

²ReviewPro's Global Review Index™ (GRI™) is calculated for individual hotels and brands for a given period in time by analyzing guests' ratings from 175+ online travel agencies (OTAs) and review sites. The GRI™ is not an average of all review scores but is calculated using a proprietary algorithm developed in consultation with industry experts. Thousands of hotels worldwide use the GRI™ as a benchmark for reputation management efforts, along with renowned industry leading partners such as Cornell University and Sabre Hospitality Solutions.

THE IMPORTANCE OF BRAND REPUTATION

Since the advent of online reviews, hotels have increasingly paid attention to online reputation as a key measure of guest satisfaction and a powerful driver of demand.

The importance of online reviews is underscored by the results of Cornell University's ground-breaking 2012 study. Combining reputation data from ReviewPro with revenue data from STR, the study found that a 1% increase in a hotel's online reputation score can lead to an increase of up to 0.89% in the hotel's average daily rate, an increase in occupancy of up to 0.54%, and up to a 1.42% increase in RevPAR.³

Given the direct connection between online reputation and financial performance, hotel companies, operators and investors alike are wise to pay close attention to reputation. But while the reputation of a hotel or brand may compel travelers to make a booking, it's the guest experience that brings them back and shapes online reviews. Building reputation and loyalty over the long term requires close coordination between hotel companies that set brand expectations and on-property staff who deliver on them.

This report contains important insights for all major stakeholders in the hotel industry:

- **Owners and Investors.** To optimize the performance of their investments, hotel owners need to understand how and why reputation varies among brands within a given segment, how to choose brands that maintain a consistently high reputation, and what to expect in terms of performance.
- **Hotel Companies.** To expand their portfolio and optimize performance, hotel companies must understand how travelers perceive their hotels and how their reputations compare to competitors. To improve reputation, brand operators must clearly define brand promises, ensure consistency in the guest experience across the portfolio, and either fix or part ways with underperforming properties.
- **Hotel Managers.** As the building blocks of brand reputation, hotels need leaders who have a clear understanding of brand expectations and performance and inspire staff to consistently deliver on brand promises.

The data in this report provides a reference for stakeholders to benchmark brand reputation and identify areas where further analysis and action are needed.

³Chris K. Anderson, *The Impact of Social Media on Lodging Performance*. Cornell University's Center for Hospitality Research, 2012.

KEY DATA POINTS: ALL CHAIN SCALES

Chain Scale	Avg. GRI	Change	Reviews Per Property	Change
Economy	68.9%	+0.8%	287	+83
Midscale	77.7%	+0.7%	414	+97
Upper Midscale	83.4%	+0.6%	428	+95
Upscale	85.5%	+0.7%	585	+109
Upper Upscale	86.2%	+0.8%	1,305	+253
Luxury	90.3%	+0.4%	1,636	+361
Average	82.0%	+0.7%	776	+166

Index	Avg. Index	Change (%)	Reviews
Service	83.9%	-0.3%	2,650,773
Value	80.7%	-0.1%	2,204,357
Room	82.1%	-0.2%	2,210,982
Cleanliness	85.6%	-0.1%	2,274,203

Review Source	Reviews	% of Total	Change (%)	Change	Source Index
Google	4,244,285	29.5%	+113.6%	+2,257,172	80.4%
Booking.com	4,094,555	28.5%	+26.8%	+865,234	81.1%
TripAdvisor	2,243,767	15.6%	-17.2%	-467,113	77.0%
Hotels.com	1,739,699	12.1%	+8.3%	+133,701	80.4%
Expedia	870,865	6.1%	+37.3%	+236,735	77.3%
Facebook	411,309	2.9%	+23.8%	+78,974	85.5%
Priceline	407,451	2.8%	+3.1%	+12,437	74.6%
Yelp	183,696	1.3%	+12.5%	+20,418	61.8%
Orbitz	68,272	0.5%	+6.7%	+4,265	75.0%
Ctrip	66,781	0.5%	+5.9%	+3,726	90.0%
All Sources	15,423,138	100.0%	+27.2%	+3,296,257	79.0%

Review Sentiment	Management Response Ratio
All	35.6%
Positive	34.9%
Neutral	35.9%
Negative	41.1%

Data Sample

Hotels:	32,359
Brands:	179
Reviews:	15,423,138
Review sources:	65

■ KEY FINDINGS

- All segments show improvement in 2017/18 over the previous year, achieving an overall average GRI™ of 82.0%, an increase of 0.7%. The average GRI™ increases with each chain scale. Competition is stiff, especially among top-performing brands. In some cases the difference in reputation scores is just a fraction of a decimal point.
- The influence of index scores (service, value, rooms, cleanliness) on overall reputation tends to vary, in part because there are far fewer index ratings than overall ratings. Of the review sources listed, only TripAdvisor and Ctrip allow departmental ratings, whereas the other sources allow overall ratings only.
- The highest placements in overall reputation tend to favor smaller brands, underlining the challenges larger brands have in maintaining a consistently high quality of guest experience across properties within a portfolio.
- The average number of reviews per property increases with each chain scale, with economy hotels receiving the fewest and luxury hotels receiving the most.
- All sources increased review volume in 2017/18 except TripAdvisor, which declined by 17.2%, a pattern evident across chain scales. However, it's important to note that many reviews from Google and OTAs are ratings only, whereas all TripAdvisor reviews include commentary, providing deeper insight for hotels and travelers.
- Collectively, hotels responded to 35.6% of reviews, with negative reviews receiving a higher management response ratio than positive reviews. As we'll see in the coming sections, the ratio of responses to reviews increases with each chain scale.

Additional details can be found in the chain scale sections.

SUMMARY OF TOP PERFORMERS

TOP-THREE BRANDED HOTELS BY ONLINE REPUTATION

Rank	Economy
1	Americas Best Value Inn & Suites Lake George
2	Days Inn & Suites by Wyndham Caldwell
3	Econo Lodge Boaz

Rank	Midscale
1	Best Western Lodge at River's Edge
2	Best Western Pioneer
3	AmericInn Lodge & Suites Belle Fourche

Rank	Upper Midscale
1	Holiday Inn Express & Suites Rice Lake
2	Best Western Plus Heber Valley Hotel
3	Hampton Inn Sayre

Rank	Upscale
1	Best Western Premier Boulder Falls Inn
2	SpringHill Suites Chicago Southeast/Munster
3	SpringHill Suites Bozeman

Rank	Upper Upscale
1	Tortuga Beach Club Resort
2	Hilton Grand Vacations on the Boulevard
3	Hilton Grand Vacations Club at Trump International Hotel

Rank	Luxury
1	Wailea Beach Villas Resort
2	Rizzo Center
3	Rosewood CordeValle

TOP-THREE BRANDS BY ONLINE REPUTATION

Rank	Economy
1	Pear Tree Inn
2	Affordable Suites of America
3	SureStay Hotel

Rank	Midscale
1	Crystal Inn Hotels & Suites
2	ClubHouse
3	Tru by Hilton

Rank	Upper Midscale
1	Drury Plaza Hotel
2	Drury Inn & Suites
3	Drury Inn

Rank	Upscale
1	Grand America Hotels & Resorts
2	Disney Hotels
3	Stoney Creek Hotels

Rank	Upper Upscale
1	Hilton Grand Vacations
2	Autograph Collection
3	Silver Cloud Inns & Hotels

Rank	Luxury
1	Four Seasons
2	Montage
3	Mandarin Oriental

TOP-THREE MOST IMPROVED BRANDS

Rank	Economy
1	Budgetel
2	Budget Suites
3	Passport Inn

Rank	Midscale
1	A Victory Hotels
2	SureStay Plus Hotel
3	Vista Inn

Rank	Upper Midscale
1	Boarders Inn and Suites
2	Clarion
3	Shilo Inn Suites Hotels

Rank	Upscale
1	AC Hotels
2	Great Wolf Lodge
3	Canad Inns

Rank	Upper Upscale
1	Hard Rock Hotels
2	Curio Collection by Hilton
3	Delta Hotels by Marriott

Rank	Luxury
1	Valencia Group
2	AKA
3	JW Marriott



Econo Lodge Boaz, AL

■ ECONOMY BRANDS

OVERVIEW

Typically, economy hotels are smaller properties with limited services, basic accommodations and no frills. Travelers who select economy hotels are on a limited budget and expect value, efficiency and cleanliness.

How well do economy brands deliver on these expectations?

In the following tables, we rank performance in the economy segment by overall reputation, service, value, rooms and cleanliness. We reveal the best and worst performers and compare year-over-year performance. We also look at review sources, countries indexes, response rates and semantic mentions.

Data is based on reviews posted between April 1, 2017 and March 31, 2018, and changes are based on the previous year.

TOP 25 BRANDED ECONOMY HOTELS

Rank	Name	Brand	Location	GRI	Reviews
1	Americas Best Value Inn & Suites Lake George	Americas Best Value Inn	Lake George, NY	93.3%	292
2	Days Inn & Suites by Wyndham Caldwell	Days Inn	Caldwell, OH	93.1%	149
3	Econo Lodge Boaz	Econo Lodge	Boaz, AL	92.9%	103
4	Pear Tree Inn Sikeston	Pear Tree Inn	Sikeston, MO	92.9%	540
5	Microtel Inn & Suites by Wyndham Beaver Falls	Microtel Inn & Suites	Beaver Falls, PA	92.8%	381
6	Gerry's Budget Host	Budget Host	Kennebec, SD	92.7%	163
7	Super 8 by Wyndham Winnipeg	Super 8	Winnipeg, MB	92.7%	623
8	Microtel Inn & Suites by Wyndham Marietta	Microtel Inn & Suites	Marietta, OH	92.5%	644
9	Affordable Suites of America Portage	Affordable Suites of America	Portage, IN	92.4%	207
10	Knights Inn Cadiz	Knights Inn	Cadiz, KY	92.1%	118
11	Microtel Inn & Suites by Wyndham Georgetown Delaware Beaches	Microtel Inn & Suites	Georgetown, DE	92.0%	283
12	Microtel Inn & Suites by Wyndham Naples Vernal	Microtel Inn & Suites	Naples, UT	91.9%	688
13	Microtel Inn & Suites by Wyndham Kearney	Microtel Inn & Suites	Kearney, NE	91.3%	914
14	Pear Tree Inn San Antonio Airport	Pear Tree Inn	San Antonio, TX	91.2%	1,059
15	Affordable Suites - Fayetteville/Fort Bragg NC Hotel	Affordable Suites of America	Fayetteville, NC	90.9%	190
16	Econo Lodge Lenoir City	Econo Lodge	Lenoir City, TN	90.9%	204
17	Microtel Inn & Suites By Wyndham Sault Ste. Marie	Microtel Inn & Suites	Sault Ste. Marie, ON	90.9%	650
18	Days Inn & Suites by Wyndham Mineral Wells	Days Inn	Mineral Wells, TX	90.8%	304
19	Econo Lodge Taber	Econo Lodge	Taber, AB	90.8%	202
20	Scottish Inns and Suites Conroe, TX	Scottish Inns	Conroe, TX	90.8%	198
21	Days Inn & Suites by Wyndham Altoona	Days Inn	Altoona, PA	90.7%	416
22	Microtel Inn & Suites by Wyndham Cambridge	Microtel Inn & Suites	Cambridge, OH	90.6%	667
23	Microtel Inn & Suites By Wyndham Moorhead Fargo Area	Microtel Inn & Suites	Moorhead, MN	90.6%	499
24	Pear Tree Inn Paducah	Pear Tree Inn	Paducah, KY	90.5%	328
25	Days Inn And Suites by Wyndham Lindsay	Days Inn	Lindsay, ON	90.4%	462

While the focus of this report is on brands, individual hotels form the building blocks of a brand's reputation so it's insightful to start with a look at the top-performing hotels.

All top-25 branded hotels in the economy segment earned a Global Review Index™ (GRI™) of at least 90%. Ranking #1 is Americas Best Value Inn & Suites in Lake George, NY with a GRI™ of 93.3%. At #2 is Days Inn & Suites in Caldwell, OH with a GRI™ of 93.1%. And in the #3 ranking is Econo Lodge in Boaz, AL with a GRI™ of 92.9%.

Wyndham brands occupy over half of the places on the list, including eight Microtel Inn & Suites properties and four Days Inns. Pear Tree Inn and Econo Lodge have three properties each in the top 25.

ECONOMY BRAND RANKING

Rank	Brand	Brand Size	Parent Co	GRI	Reviews
1	Pear Tree Inn	Small	Drury Hotels	88.8%	7,876
2	Affordable Suites of America	Small	Affordable Suites of America	87.4%	1,310
3	SureStay Hotel	Small	Best Western Hotels & Resorts	78.7%	2,537
4	Good Nite Inn	Small	Good Nite Inns Corporate	76.6%	14,284
5	Microtel Inn & Suites	Large	Wyndham Hotel Group	76.4%	142,325
6	Budget Host	Large	Budget Host	71.0%	10,756
7	Passport Inn	Small	Hospitality International	70.8%	803
8	Jameson Inn	Small	Red Lion Hotels Corporation	70.7%	3,563
9	Super 8	Large	Wyndham Hotel Group	70.6%	342,612
10	Red Roof Inn	Large	Red Roof Inn	70.4%	235,025
11	Suburban Extended Stay Hotel	Medium	Choice Hotels International, Inc	70.2%	7,999
12	Econo Lodge	Large	Choice Hotels International, Inc	69.1%	178,290
13	Days Inn	Large	Wyndham Hotel Group	68.9%	490,767
14	WoodSpring Suites	Large	WoodSpring Hotels	68.7%	33,964
15	Studio 6	Large	G6 Hospitality	68.3%	17,686
16	Motel 6	Large	G6 Hospitality	68.2%	457,279
17	Value Place	Small	WoodSpring Hotels	68.2%	1,158
18	Travelodge	Large	Wyndham Hotel Group	67.8%	161,223
19	Extended Stay America	Large	ESA Management	67.7%	163,201
20	Scottish Inns	Large	Hospitality International	67.2%	7,441
21	Key West Inns	Medium	Key West Inns, Hotels And Resorts	66.7%	3,600
22	Rodeway Inn	Large	Choice Hotels International, Inc	66.3%	116,948
23	Americas Best Value Inn	Large	Red Lion Hotels Corporation	66.2%	132,002
24	Budget Suites	Small	Best Management Group	65.9%	2,270
25	America's Best Inns & Suites	Medium	Red Lion Hotels Corporation	65.3%	3,166
26	Country Hearth Inns & Suites	Medium	Red Lion Hotels Corporation	63.7%	4,013
27	InTown Suites	Large	InTown Suites, Inc	63.4%	10,356
28	Red Carpet Inn	Large	Hospitality International	62.7%	8,919
29	E-Z 8	Small	EZ8 Motels	62.6%	7,924
30	Knights Inn	Large	Wyndham Hotel Group	62.1%	57,772
31	HomeTowne Suites	Small	Crossland Economy Studios	57.2%	4,630
32	Budgetel	Small	Budgetel	56.8%	683
Average				68.9%	

In this table brands are ranked by overall reputation as measured by the GRI™. All qualified brands in the economy segment are included, ranked from the best to the worst performers. Note the broad range in GRI™ scores, from as high as 88.8% to as low as 56.8%. The average GRI™ for this segment is low relative to other segments at 68.9%.

For reference, parent companies at the time of reporting are included in this table, and brands are categorized by size. Small brands have less than 20 properties, medium brands 20 to 49 properties, and large brands 50 or more properties.

The top-ranking brand is Pear Tree Inn from Drury Hotels, with a GRI™ of 88.8%. Ranking #2 is Affordable Suites of America at 87.4%, followed by SureStay Hotel at 78.7%.

Note that six of the top-ten brands are smaller brands, pointing to the challenges of larger brands in maintaining a consistently high reputation across properties.

ECONOMY BRAND RANKING BY IMPROVEMENT

When it comes to changes in reputation in 2017/18 over the previous year, the results are quite varied. Occupying the #1 position as the most improved economy brand is Budgetel with a GRI™ of 56.8%, an increase of 13.7%. It still has a long way to go, however, given that it places last in the overall reputation ranking. Ranking #2 is Budget Suites with a GRI™ of 65.9%, an increase of 6.5%, followed by Passport Inn at 70.8%, an increase of 3.4%.

The average improvement in the economy segment is +0.8%. Some brands show little or no improvement over the previous year, whereas others show a sharp decline. The relatively low ratings in this segment leave ample room for improvement.

Rank	Brand	GRI	Change
1	Budgetel	56.8%	+13.7%
2	Budget Suites	65.9%	+6.5%
3	Passport Inn	70.8%	+3.4%
4	InTown Suites	63.4%	+3.0%
5	SureStay Hotel	78.7%	+2.7%
6	Studio 6	68.3%	+2.4%
7	Pear Tree Inn	88.8%	+1.8%
8	Good Nite Inn	76.6%	+1.7%
9	Extended Stay America	67.7%	+1.5%
10	Country Hearth Inns & Suites	63.7%	+1.4%
11	Red Roof Inn	70.4%	+1.4%
12	Jameson Inn	70.7%	+1.3%
13	Motel 6	68.2%	+1.2%
14	Days Inn	68.9%	+0.9%
15	Travelodge	67.8%	+0.9%
16	Americas Best Value Inn	66.2%	+0.8%
17	Super 8	70.6%	+0.8%
18	Rodeway Inn	66.3%	+0.7%
19	Budget Host	71.0%	+0.6%
20	Red Carpet Inn	62.7%	+0.5%
21	Suburban Extended Stay Hotel	70.2%	+0.4%
22	HomeTowne Suites	57.2%	+0.2%
23	Microtel Inn & Suites	76.4%	+0.2%
24	Knights Inn	62.1%	+0.1%
25	Econo Lodge	69.1%	-0.1%
26	E-Z 8	62.6%	-0.3%
27	America's Best Inns & Suites	65.3%	-0.5%
28	Scottish Inns	67.2%	-0.7%
29	Key West Inns	66.7%	-1.7%
30	Affordable Suites of America	87.4%	-2.2%
31	WoodSpring Suites	68.7%	-4.8%
32	Value Place	68.2%	-11.6%
Average		68.9%	+0.8%

ECONOMY BRANDS BY SERVICE

Rank	Brand	Service Index	Change
1	Pear Tree Inn	91.5%	+1.3%
2	Red Carpet Inn	86.2%	+9.3%
3	Scottish Inns	85.2%	-2.3%
4	Good Nite Inn	83.9%	+3.9%
5	SureStay Hotel	83.9%	-0.9%
6	Budget Host	82.7%	+1.1%
7	WoodSpring Suites	81.1%	-3.4%
8	Country Hearth Inns & Suites	80.8%	+0.7%
9	Red Roof Inn	78.9%	+1.1%
10	Microtel Inn & Suites	78.6%	-1.0%
11	Studio 6	77.6%	+4.6%
12	Econo Lodge	76.2%	-0.2%
13	Suburban Extended Stay Hotel	76.2%	+0.3%
14	Super 8	74.6%	-0.4%
15	Americas Best Value Inn	73.4%	-0.9%
16	Rodeway Inn	72.9%	+1.0%
17	Days Inn	72.1%	-1.0%
18	Travelodge	70.5%	-1.0%
19	Knights Inn	70.4%	-0.2%
20	Motel 6	69.4%	-0.5%
21	Extended Stay America	67.6%	-0.9%
	Average	77.8%	+0.5%

Note that review volume varies by brand and is significantly lower in the department indexes (Service, Value, Rooms and Cleanliness) than in the overall rankings by Global Review Index™. Of the review sources included in the GRI™ calculation, only TripAdvisor and Ctrip publish departmental ratings. Fewer brands are listed in department index tables because some brands did not meet the minimum threshold of 100 reviews per index.

Pear Tree Inn ranks #1 with an index of 91.5%. In the #2 position is Red Carpet Inn with a service index of 86.2%, an increase of 9.3% over the previous year. In third place is Scottish Inns with an index of 85.2%.

The average service index in this segment is 77.8%, an increase of 0.5% over the previous year. Notably, seven out of eight of the top-ranking brands are small brands.

ECONOMY BRANDS BY VALUE

Rank	Brand	Value Index	Change
1	WoodSpring Suites	91.7%	+8.0%
2	Budget Host	90.3%	+6.0%
3	Pear Tree Inn	89.7%	+1.0%
4	Studio 6	86.1%	+6.9%
5	Good Nite Inn	84.0%	+1.5%
6	SureStay Hotel	81.5%	-0.6%
7	Suburban Extended Stay Hotel	80.0%	-7.8%
8	Red Roof Inn	79.8%	+1.4%
9	Econo Lodge	79.2%	+1.2%
10	Microtel Inn & Suites	75.9%	-1.5%
11	Rodeway Inn	74.5%	+3.1%
12	Americas Best Value Inn	72.0%	-4.5%
13	Super 8	71.0%	-0.6%
14	Motel 6	68.0%	-3.7%
15	Days Inn	67.6%	-1.4%
16	Travelodge	67.0%	-1.3%
17	Knights Inn	65.9%	-5.2%
18	Extended Stay America	65.8%	-4.8%
Average		77.2%	-0.1%

One of the key selling propositions of economy brands is value, and yet performance in this index is quite varied. The average value index is 77.2%, lower than any other segment and slightly down (-0.1%) from the previous year.

Ranking #1 is WoodSpring Suites, with a value index of 91.7%. At #2 is Budget Host with an index of 90.3%, followed by Pear Tree Inn at 89.7%. All top-five brands show significant improvement over the previous year.

ECONOMY BRANDS BY ROOMS

Rank	Brand	Room Index	Change
1	WoodSpring Suites	91.0%	+10.2%
2	Suburban Extended Stay Hotel	90.4%	+1.7%
3	Pear Tree Inn	89.2%	+1.3%
4	Budget Host	86.4%	+11.1%
5	Good Nite Inn	79.1%	+6.7%
6	SureStay Hotel	78.3%	-0.9%
7	Red Roof Inn	76.0%	+2.3%
8	Microtel Inn & Suites	73.2%	-1.4%
9	Econo Lodge	71.5%	+0.8%
10	Rodeway Inn	68.6%	+1.7%
11	Studio 6	68.6%	-4.5%
12	Super 8	67.9%	-0.5%
13	Americas Best Value Inn	67.4%	-5.5%
14	Knights Inn	65.1%	-2.5%
15	Days Inn	64.1%	-1.5%
16	Motel 6	63.5%	-1.2%
17	Extended Stay America	62.9%	-3.0%
18	Travelodge	61.9%	-1.0%
	Average	73.6%	+0.8%

WoodSpring Suites ranks as #1 on the room index with a score of 91.0%, an improvement of 10.2% over the previous year. The high score contrasts with its relatively low GRIT[™] of 68.7%. At #2 is Suburban Extended Stay Hotel, with a room index of 90.4%, also much higher than its GRIT[™] score of 76.2%. Occupying the #3 ranking is Pear Tree Inn with an index of 89.2%.

Also notable are Budget Host at #4, which improved its rooms score by 11.1%, and Good Nite Inn at #5, which improved by 6.7%.

The average room index is 73.6%, an increase of 0.8% over the previous year.

ECONOMY BRAND RANKING BY CLEANLINESS

Rank	Brand	Cleanliness Index	Change
1	Budget Host	93.4%	+11.4%
2	Pear Tree Inn	91.2%	-0.4%
3	WoodSpring Suites	89.2%	+5.1%
4	Good Nite Inn	87.5%	+6.8%
5	Studio 6	83.7%	+5.1%
6	SureStay Hotel	82.2%	+0.6%
7	Red Roof Inn	80.2%	+2.7%
8	Econo Lodge	78.0%	+0.5%
9	Microtel Inn & Suites	76.4%	-1.9%
10	Rodeway Inn	76.3%	+3.3%
11	Knights Inn	73.3%	+0.9%
12	Americas Best Value Inn	73.0%	-4.7%
13	Super 8	70.8%	-0.7%
14	Motel 6	70.5%	-0.7%
15	Days Inn	67.2%	-1.6%
16	Travelodge	66.1%	-1.2%
17	Extended Stay America	64.3%	-5.7%
18	Suburban Extended Stay Hotel	63.5%	-18.0%
Average		77.0%	+0.1%

The average cleanliness index in this segment is 77.0%, a slight improvement over the previous year. Ranking #1 is Budget Host with an impressive 93.4% score, an improvement of 11.4% over the previous period. At #2 is Pear Tree Inn, which shows consistently high rankings on all indexes. At #3 is WoodSpring Suites with a room index of 89.2%.

Also showing significant improvement is Good Nite Inn, which increased its index by 6.8%. Interestingly, although Suburban Extended Stay Hotel ranks #2 in the rooms index, it is at the bottom of the cleanliness ranking, having declined by 18%.

REVIEW SOURCES: ECONOMY BRANDS

Review Source	Reviews	% of Total	Change (%)	Source Index
Booking.com	1,025,599	39.3%	+40.0%	71.0%
Google	643,947	24.6%	+150.2%	69.0%
Hotels.com	370,910	14.2%	+15.0%	68.6%
TripAdvisor	282,972	10.8%	-13.2%	64.7%
Expedia	160,032	6.1%	+39.0%	62.1%
Priceline	82,616	3.2%	-3.1%	61.3%
Yelp	16,142	0.6%	+14.2%	42.9%
Orbitz	13,692	0.5%	-0.3%	61.7%
Facebook	7,177	0.3%	+21.8%	72.0%
Travelocity	3,802	0.2%	-13.4%	55.2%

In this table we break down reviews by source. In the economy and midscale segments Booking.com generated the highest number of reviews, whereas in the higher segments Google did. This points to the popularity of Booking.com among budget travelers.

TripAdvisor's review volume fell by 13.2% compared to the previous year, whereas Booking.com's increased by 40% and Google's increased by an impressive 150%. Growth in Expedia's review volume was significant too, at 39%. Also notable is the relatively low volume of Facebook reviews in the economy and midscale segments relative to other segments.

With regard to the source index, ratings of economy hotels are most favorable on Booking.com and Facebook and least favorable on Yelp and Travelocity.

COUNTRY INDEXES: ECONOMY BRANDS

Country	Reviews	% of Total	Change (%)	Country Index
United States	1,386,636	79.8%	+25.9%	68.6%
Canada	117,664	6.8%	+12.3%	70.3%
Germany	29,505	1.7%	+11.4%	68.8%
France	19,025	1.1%	+9.4%	70.0%
United Kingdom	18,047	1.0%	+7.4%	72.1%
Spain	14,485	0.8%	+25.1%	68.7%
Brazil	12,342	0.7%	+12.8%	71.3%
Mexico	11,944	0.7%	+28.8%	72.8%
Italy	11,312	0.7%	+6.9%	68.9%
Netherlands	9,340	0.5%	+14.1%	70.0%

This table displays the top-ten countries by review volume and average indexes by country. Given that the study is limited to hotels in the US and Canada, it's no surprise that the vast majority of reviews are from American and Canadian travelers.

Ratings are fairly consistent across countries, with Mexican hotel guests giving the highest ratings and American hotel guests giving the lowest ratings.

Review Sentiment	Management Response Ratio
All	26.4%
Positive	29.0%
Neutral	25.2%
Negative	24.1%

Review Source	Management Response Ratio
TripAdvisor	42.4%
Travelocity	37.3%
Expedia	34.5%
Hotels.com	31.8%
Booking.com	28.7%
Facebook	11.2%
Google	10.2%
Yelp	0.8%
Holidaycheck	0.5%
Agoda	0.1%
Ctrip	0.0%

MANAGEMENT RESPONSE RATES FOR ECONOMY BRANDS

Overall, 26.4% of respondable reviews received a response in the economy segment, with positive reviews (29.0%) receiving a higher ratio of responses than negative reviews (24.1%).

The bottom table lists sources that generated at least 1,000 respondable reviews within the chain scale over the date range and ranks them by percentage of review responses.

Management response ratios are relatively consistent across the major review sources, with the exception of Google at a relatively low rate of 10.2%.

SEMANTIC MENTIONS FOR ECONOMY BRANDS

Semantic Category	Mentions	Positive (%)	Negative (%)
Location	80,583	82.6%	17.4%
Staff	319,448	76.8%	23.2%
Ambience	114,274	76.4%	23.6%
Value	270,206	68.2%	31.8%
Service	89,232	63.4%	36.6%
Reception	171,120	62.9%	37.1%
Hotel	620,259	57.5%	42.5%
Cleanliness	978,348	54.3%	45.7%
Food and Drinks	522,544	51.3%	48.7%
Bed	358,583	51.0%	49.0%
Security	45,695	49.7%	50.3%
Room	1,258,970	47.0%	53.0%
Entertainment	10,480	44.3%	55.7%
Technology	56,397	42.1%	57.9%
Internet	75,749	41.2%	58.8%
Spa	12,978	39.3%	60.7%
Facilities	384,319	37.0%	63.0%
Decoration	41,365	33.0%	67.0%
Bathroom	242,849	29.3%	70.7%

Ratings on review sites tell only part of the story. The rest is told in the comments guests write in reviews, which provide deeper insight into their likes and dislikes. This table provides an overview of top mentions in the economy segment, attributing a value of positive, negative or neutral using ReviewPro's semantic analysis process.

The top three positive mentions are consistent across chain scales: location, staff and ambience. Sentiment toward value varies by segment and tends to be the subject of criticism at every level, although it receives a higher proportion of positive comments in the economy segment. Cleanliness receives a higher ratio of negative comments in the economy segment than other segments. Bathrooms consistently receive a high proportion of negative reviews across all segments.



Best Western Lodge at River's Edge in Orofino, ID

■ MIDSCALE BRANDS

OVERVIEW

Midscale hotels are typically smaller properties with basic services and accommodations and limited facilities. Travelers select midscale hotels because they want value, convenience and a moderately higher level of services and amenities than provided by economy hotels.

How well do midscale brands deliver on these expectations?

In the following tables, we rank performance in the midscale segment by overall reputation, service, value, rooms and cleanliness. We reveal the best and worst performers and compare year-over-year performance. We also look at review sources, countries indexes, response rates and semantic mentions.

Data is based on reviews posted between April 1, 2017 and March 31, 2018, and changes are based on the previous year.

TOP 25 BRANDED MIDSCALE HOTELS

Rank	Name	Brand	Location	GRI	Reviews
1	Best Western Lodge at River's Edge	Best Western	Orofino, ID	96.5%	223
2	Best Western Pioneer	Best Western	Lusk, WY	96.1%	212
3	AmericInn Lodge & Suites Belle Fourche	AmericInn	Belle Fourche, SD	96.0%	283
4	La Quinta Inn & Suites Gillette	La Quinta Inn & Suites	Gillette, WY	95.8%	448
5	Best Western Chincoteague Island	Best Western	Chincoteague Island, VA	95.7%	253
6	Wingate by Wyndham Airdrie	Wingate by Wyndham	Airdrie, Airdrie AB	95.6%	248
7	Best Western Rivers Edge	Best Western	Red River, NM	95.5%	103
8	AmericInn by Wyndham Prairie Du Chien	AmericInn	Prairie du Chien, WI	95.3%	159
9	Candlewood Suites Craig-Northwest	Candlewood Suites	Craig, CO	95.2%	151
10	AmericInn by Wyndham Waupun	AmericInn	Waupun, WI	94.8%	149
11	Sleep Inn & Suites Airport East Syracuse	Sleep Inn	East Syracuse, NY	94.8%	450
12	Best Western Hotel Gettysburg	Best Western	Gettysburg, PA	94.7%	765
13	Best Western Bonnyville Inn & Suites	Best Western	Bonnyville, AV	94.5%	208
14	Best Western North Edge Inn	Best Western	Dodge City, KS	94.4%	534
15	Sleep Inn & Suites Fort Dodge	Sleep Inn	Fort Dodge, IA	94.2%	201
16	AmericInn by Wyndham Fairfield	AmericInn	Fairfield, IA	94.1%	133
17	Candlewood Suites Woodward	Candlewood Suites	Woodward, OK	94.1%	187
18	La Quinta Inn & Suites Cullman	La Quinta Inn & Suites	Cullman, AL	94.0%	623
19	Sleep Inn & Suites Tyler South	Sleep Inn	Tyler, TX	94.0%	267
20	Best Western Ponderosa Lodge	Best Western	Sisters, OR	93.9%	450
21	Best Western Sicamous Inn	Best Western	Sicamous, BC	93.9%	753
22	Clubhouse Hotel & Suites Sioux Falls	ClubHouse	Sioux Falls, SD	93.9%	428
23	Quality Inn & Suites Lévis	Quality Inn	Levis, QC	93.9%	1,007
24	La Quinta Inn & Suites Clifton Park	La Quinta Inn & Suites	Clifton Park, NY	93.8%	641
25	La Quinta Inn & Suites Paducah	La Quinta Inn & Suites	Paducah, KY	93.8%	633

In the midscale segment, the standards among top-ranking branded hotels are high, with reputation scores ranging from 93.8% to 96.5%. The #1 property, Best Western Lodge at River's Edge in Orofino, ID, boasts a GRI™ of 96.5%. In the #2 ranking is Best Western Pioneer in Lusk, WY with a GRI™ of 96.1%. In third place is AmericInn Lodge & Suites in Belle Fourche, SD with a GRI™ of 96.0%.

Best Western has a powerful presence in the top-25 ranking, with nine properties on the list. Four AmericInn properties make ranking, as do four La Quinta Inn & Suites and three Sleep Inns.

MIDSCALE BRAND RANKING

Rank	Brand	Brand Size	Parent Co	GRI	Reviews
1	GrandStay Residential Suites Hotel	Small	GrandStay Hospitality	89.1%	1,104
2	Crystal Inn Hotels & Suites	Small	Crystal Inn Hotel & Suites	88.9%	3,934
3	ClubHouse	Small	Regency Hotel Management Company	88.5%	2,139
4	Tru by Hilton	Small	Hilton	88.1%	2,590
5	Candlewood Suites	Large	InterContinental Hotels Group PLC	84.4%	109,751
6	AmericInn	Large	AmericInn International	83.5%	33,517
7	Best Western	Large	Best Western Hotels & Resorts	82.8%	477,948
8	Sleep Inn	Large	Choice Hotels International, Inc	82.1%	126,637
9	Lakeview Hotels & Resorts	Small	Lakeview Hotels & Resorts	81.8%	4,736
10	MainStay Suites	Medium	Choice Hotels International, Inc	81.6%	9,571
11	Wingate by Wyndham	Large	Wyndham Hotel Group	81.0%	84,472
12	La Quinta Inn & Suites	Large	La Quinta Worldwide	80.0%	499,029
13	Hawthorn Suites by Wyndham	Large	Wyndham Hotel Group	76.4%	50,879
14	SureStay Plus Hotel	Medium	Best Western Hotels & Resorts	75.9%	7,888
15	Quality Inn	Large	Choice Hotels International, Inc	75.2%	429,356
16	Red Lion Inn & Suites	Medium	Red Lion Hotels Corporation	74.7%	16,897
17	GuestHouse	Medium	Red Lion Hotels Corporation	73.5%	12,701
18	Baymont Inn & Suites	Large	Wyndham Hotel Group	72.9%	179,093
19	Ramada	Large	Wyndham Hotel Group	71.2%	268,566
20	FairBridge Inn & Suites	Small	FairBridge Hotels International	70.7%	4,921
21	Vagabond Inn	Medium	Vagabond Inn Hotels	69.1%	17,438
22	Vista Inn	Small	Advantis Hospitality Alliance	68.2%	3,268
23	A Victory Hotels	Small	Victory Hotels International	46.8%	1,816
Average				77.7%	

In this table brands are ranked by overall reputation as measured by the GRIT[™]. All qualified brands in the midscale segment are included, ranked from the best performers to the worst performers.

For reference, parent companies at the time of reporting are included in this table, and brands are categorized by size. Small brands have less than 20 properties, medium brands have from 20 to 49 properties, and large brands have 50 or more properties.

The top-three performers in this segment are all small brands: GrandStay Residential Suites Hotel with a GRIT[™] of 89.1%, Crystal Inn Hotels & Suites at 88.9% and ClubHouse at 88.5%. No brand in this segment managed to overcome the 90% threshold.

Of note is the #4 ranking of Tru by Hilton, a brand launched in early 2016 as an affordable brand targeting younger travelers, with more emphasis on design and technology than traditional midscale hotels. Whether the brand will be able to

maintain its high average GRI™ as its portfolio expands remains to be seen. The remainder of the list comprises mostly of medium and large brands operated by large hotel companies, with IHG's Candlewood Suites, AmericInn, Best Western and Choice Hotels' Sleep Inn all making the top-ten rankings. At the bottom of the ranking is A Victory Hotels, a small brand with a GRI™ of only 46.8%, well below the average GRI™ of 77.7% in this segment.

Rank	Brand	GRI	Change
1	A Victory Hotels	46.8%	+2.8%
2	SureStay Plus Hotel	75.9%	+2.4%
3	Vista Inn	68.2%	+2.4%
4	GrandStay Residential Suites Hotel	89.1%	+1.9%
5	GuestHouse	73.5%	+1.5%
6	FairBridge Inn & Suites	70.7%	+1.4%
7	Best Western	82.8%	+1.1%
8	Crystal Inn Hotels & Suites	88.9%	+1.0%
9	La Quinta Inn & Suites	80.0%	+1.0%
10	Quality Inn	75.2%	+0.9%
11	Ramada	71.2%	+0.7%
12	Hawthorn Suites by Wyndham	76.4%	+0.6%
13	Baymont Inn & Suites	72.9%	+0.5%
14	MainStay Suites	81.6%	+0.4%
15	Red Lion Inn & Suites	74.7%	+0.4%
16	Candlewood Suites	84.4%	+0.3%
17	Sleep Inn	82.1%	+0.1%
18	Vagabond Inn	69.1%	-0.3%
19	AmericInn	83.5%	-0.4%
20	Wingate by Wyndham	81.0%	-0.4%
21	ClubHouse	88.5%	-0.6%
22	Lakeview Hotels & Resorts	81.8%	-1.8%
Average		77.2%	+0.7%

MIDSCALE BRAND RANKING BY IMPROVEMENT

All but five midscale brands showed improvement in GRI™ in 2017/18 compared to the previous year, although improvements were relatively modest. The average increase was 0.7%.

A Victory Hotels ranks #1 as the most improved brand with a GRI™ of 46.8%, an increase of 2.8% over the previous year. It sits at the lowest placement of midscale brands in GRI™ but appears to be on the right track. Ranking #2 is SureStay Plus Hotel with a GRI™ 75.9%, an improvement of 2.4%. In third place is Vista Inn at 68.2%, an increase of 2.4%.

Of the top 10 most improved brands, all but three are small brands, widening the gap between smaller brands and medium-to-large brands in this segment.

MIDSCALE BRAND RANKING BY SERVICE

Rank	Brand	Service Index	Change
1	Crystal Inn Hotels & Suites	90.6%	-2.4%
2	Tru by Hilton	90.1%	n/a
3	GrandStay Residential Suites Hotel	89.0%	+1.5%
4	AmericInn	88.6%	-0.6%
5	Best Western	87.2%	+0.3%
6	Lakeview Hotels & Resorts	87.0%	-0.3%
7	La Quinta Inn & Suites	85.0%	+0.4%
8	Sleep Inn	84.4%	0.0%
9	MainStay Suites	84.3%	-3.4%
10	Wingate by Wyndham	82.3%	-1.4%
11	SureStay Plus Hotel	81.8%	+0.4%
12	Quality Inn	77.8%	-0.4%
13	Hawthorn Suites by Wyndham	77.7%	-1.8%
14	Baymont Inn & Suites	75.7%	-1.1%
15	Red Lion Inn & Suites	75.0%	-3.8%
16	Vagabond Inn	74.7%	-0.9%
17	GuestHouse	73.0%	-0.9%
18	FairBridge Inn & Suites	72.9%	-2.0%
19	Ramada	72.8%	-1.7%
	Average	81.6%	-1.0%

Note that review volume varies by brand and is significantly lower in the department indexes (Service, Value, Rooms and Cleanliness) than in the overall rankings by Global Review Index™. Of the review sources included in the GRI™ calculation, only TripAdvisor and Ctrip publish departmental ratings. Fewer brands are listed in department index tables because some brands did not meet the minimum threshold of 100 reviews per index.

Service can make or break a guest's stay, and here we find a strong correlation between service rankings and overall guest satisfaction (GRI™), with many of the same brands occupying the top and bottom positions.

Ranking #1 is Crystal Inn Hotels & Suites, with a service index of 90.6%, a decrease of 2.4% over last year's score. At #2, Tru by Hilton is the only other brand that exceeds 90% in service. At #3 is GrandStay Residential Suites Hotel with a score of 89.0%.

The average service score decreased by 1.0% this year over the previous year to 81.6%.

RANKING MIDSCALE BRANDS BY VALUE

Rank	Brand	Value Index	Change
1	GrandStay Residential Suites Hotel	88.6%	+1.0%
2	MainStay Suites	86.3%	-2.6%
3	Candlewood Suites	86.2%	-0.1%
4	Tru by Hilton	86.2%	n/a
5	AmericInn	85.4%	-0.3%
6	Sleep Inn	84.5%	-0.6%
7	Lakeview Hotels & Resorts	84.2%	-0.1%
8	Best Western	83.3%	+0.2%
9	La Quinta Inn & Suites	81.4%	+0.3%
10	SureStay Plus Hotel	80.1%	-0.6%
11	Wingate by Wyndham	79.5%	-1.6%
12	Vagabond Inn	77.1%	+0.5%
13	Quality Inn	76.5%	0.0%
14	Hawthorn Suites by Wyndham	75.8%	-1.9%
15	GuestHouse	74.0%	-1.0%
16	Red Lion Inn & Suites	71.7%	-3.2%
17	Baymont Inn & Suites	71.4%	-1.6%
18	Ramada	68.3%	-1.9%
	Average	80.0%	-0.8%

In the 2017/18 period, midscale brands did not deliver on the value commitment as well as economy brands, with no midscale brand reaching 90% and an overall decrease of 0.8% over the previous year. The average index for this segment is 80.0%.

GrandStay Residential Suites Hotel tops the list as the #1 brand for value, with an index of 88.6%. At #2 is MainStay Suites with a score of 86.3%, followed by Candlewood Suites at 86.2%.

At the bottom of the value ranking are two large brands with a high volume of reviews, Baymont Inn & Suites at 71.4% and Ramada at 68.3%, which both show a decrease from the previous year.

RANKING MIDSCALE BRANDS BY ROOMS

Rank	Brand	Room Index	Change
1	GrandStay Residential Suites Hotel	90.7%	+1.8%
2	Crystal Inn Hotels & Suites	90.1%	-1.2%
3	AmericInn	86.6%	-1.1%
4	Tru by Hilton	86.4%	n/a
5	Lakeview Hotels & Resorts	86.2%	+0.5%
6	Candlewood Suites	85.8%	-0.4%
7	Best Western	84.5%	0.0%
8	MainStay Suites	84.1%	-2.3%
9	Sleep Inn	83.6%	+1.0%
10	La Quinta Inn & Suites	82.1%	+0.2%
11	Wingate by Wyndham	79.6%	-2.0%
12	SureStay Plus Hotel	78.3%	-1.6%
13	Quality Inn	74.3%	+0.5%
14	Vagabond Inn	73.6%	+5.1%
15	Hawthorn Suites by Wyndham	73.5%	-2.1%
16	Red Lion Inn & Suites	70.7%	-1.7%
17	Baymont Inn & Suites	68.8%	-1.7%
18	GuestHouse	67.3%	-5.5%
19	Ramada	65.9%	-2.1%
	Average	79.6%	-0.7%

Rooms are a key aspect of the guest experience, the area where guests spend the most time. This is especially true of hotels with limited facilities. It's no surprise then that we find a strong correlation between overall reputation (GRI™) and room ratings in the midscale segment.

Ranking in the top spot once again is GrandStay Residential Suites, with a room index of 90.7%. Close behind is Crystal Inn Hotels & Suites at 90.1%, followed by AmericInn at 86.6%.

As with value, here too we find a decrease in overall performance over the previous year, with a drop in the average rooms index of 0.7% to 79.6%.

RANKING MIDSCALE BRANDS BY CLEANLINESS

Rank	Brand	Cleanliness Index	Change
1	Tru by Hilton	92.8%	n/a
2	GrandStay Residential Suites Hotel	91.2%	+1.7%
3	Crystal Inn Hotels & Suites	90.9%	-3.6%
4	Candlewood Suites	89.8%	+0.9%
5	AmericInn	89.0%	-0.8%
6	Sleep Inn	87.8%	+1.2%
7	Lakeview Hotels & Resorts	87.5%	-0.2%
8	Best Western	87.0%	-0.3%
9	MainStay Suites	84.3%	-1.6%
10	La Quinta Inn & Suites	83.5%	+0.2%
11	SureStay Plus Hotel	81.7%	-0.5%
12	Wingate by Wyndham	81.2%	-2.0%
13	Quality Inn	78.7%	+0.9%
14	Vagabond Inn	76.6%	0.0%
15	Red Lion Inn & Suites	74.4%	-2.3%
16	Hawthorn Suites by Wyndham	74.3%	-2.1%
17	GuestHouse	72.9%	-1.6%
18	Baymont Inn & Suites	71.1%	-1.8%
19	Ramada	69.1%	-2.2%
	Average	82.3%	-0.8%

In cleanliness rankings we find many of the same brands occupying the upper and lower rankings as in the other indexes. The top three brands achieved scores in the 90s. At #1 is Tru by Hilton with a cleanliness index of 92.8%. Placing second is GrandStay Residential Suites Hotel at 91.2%. Despite its score dropping by 3.6% over the previous period, Crystal Inn Hotel & Suites holds the third place at 90.9%.

As with the other indexes, the average cleanliness score slipped this year, decreasing by 0.8% over the previous year to 82.3%.

REVIEW SOURCES: MIDSCALE BRANDS

Review Source	Reviews	% of Total	Change (%)	Source Index
Booking.com	766,012	33.9%	+28.2%	80.3%
Google	542,940	24.0%	+134.7%	78.7%
TripAdvisor	334,663	14.8%	-9.3%	74.9%
Hotels.com	317,499	14.1%	+8.4%	78.9%
Expedia	156,117	6.9%	+37.0%	74.7%
Priceline	73,334	3.2%	+1.9%	71.7%
Facebook	26,634	1.2%	+24.8%	79.1%
Yelp	18,066	0.8%	+15.2%	54.8%
Orbitz	13,046	0.6%	+1.9%	70.4%
Travelocity	3,820	0.2%	-14.2%	64.0%

In this table we break down reviews by source in the midscale segment. As in the economy segment, Booking.com generated the highest number of reviews, whereas in the higher segments Google does. This points to the popularity of Booking.com among budget travelers.

Booking.com increased its review volume by 28.2%, whereas Google increased by 134.7%. As in the other segments, TripAdvisor lost market share, decreasing review volume by 9.3%. Expedia increased reviews by 37%. Facebook, though a fraction of overall reviews, is gaining traction in this segment, having increased volume by 24.8%.

When it comes to the source index, reviews of midscale hotels are most favorable on Booking.com and least favorable on Yelp and Travelocity.

COUNTRY INDEXES: MIDSCALE BRANDS

Country	Reviews	% of Total	Change (%)	Country Index
United States	1,217,332	80.8%	+16.0%	78.8%
Canada	86,217	5.7%	+9.1%	78.3%
Germany	23,834	1.6%	+9.7%	75.8%
United Kingdom	17,949	1.2%	+6.4%	78.0%
Brazil	14,060	0.9%	+10.6%	76.9%
France	13,664	0.9%	+5.5%	76.8%
Mexico	10,768	0.7%	n/a	79.4%
Spain	10,434	0.7%	+21.7%	75.0%
Italy	8,741	0.6%	+5.2%	74.9%
China	7,939	0.5%	+7.5%	80.6%

This table displays the top-ten countries by review volume and average indexes by country. Given that the study is limited to hotels in the US and Canada, it's no surprise that the vast majority of reviews are from American and Canadian travelers.

Ratings are fairly consistent across countries, with Chinese travelers giving the highest ratings and Italian and Spanish travelers giving the lowest ratings.

Review Sentiment	Management Response Ratio
All	32.4%
Positive	33.9%
Neutral	30.0%
Negative	33.1%

Review Source	Management Response Ratio
TripAdvisor	54.3%
Travelocity	45.9%
Expedia	42.2%
Hotels.com	35.0%
Booking.com	33.2%
Google	26.8%
Facebook	10.3%
Yelp	2.1%
Agoda	1.8%
Holidaycheck	1.3%
Ctrip	0.1%

MANAGEMENT RESPONSE RATES: MIDSCALE BRANDS

On the whole, midscale hotels responded to 32.4% of respondable reviews in 2017/18, with a balanced approach to positive and negative reviews. This compares to response rates of 26.4% in the economy segment and 34.8% in the upper midscale segment.

The bottom table lists sources that generated at least 1,000 respondable reviews within the chain scale over the date range and ranks them by percentage of review responses.

SEMANTIC MENTIONS: MIDSACLE BRANDS

Semantic Category	Mentions	Positive (%)	Negative (%)
Location	140,563	87.6%	12.4%
Staff	281,829	84.9%	15.1%
Ambience	121,178	82.6%	17.4%
Service	101,920	78.9%	21.1%
Reception	177,405	75.4%	24.6%
Food and Drinks	787,047	73.4%	26.6%
Value	236,280	72.4%	27.6%
Hotel	823,727	71.9%	28.1%
Cleanliness	852,543	69.6%	30.4%
Bed	318,957	69.6%	30.4%
Security	33,417	61.6%	38.4%
Room	1,194,237	59.0%	41.0%
Internet	50,276	57.2%	42.8%
Facilities	416,406	56.9%	43.1%
Decoration	41,693	50.1%	49.9%
Spa	26,678	48.3%	51.7%
Technology	40,873	44.2%	55.8%
Bathroom	193,791	38.4%	61.6%

As with the other chain scales, location, staff and ambience received the highest proportion of positive reviews in the midscale segment. Similar to the economy segment, sentiment toward value is relatively strong compared to the higher segments.

Bathrooms consistently receive a high proportion of negative reviews across segments. Technology receives a higher proportion of negative mentions with each increasing chain scale.



Holiday Inn Express & Suites in Rice Lake, WI

■ UPPER MIDSCALE BRANDS

OVERVIEW

The upper midscale segment comprises hotels that go beyond the basics to offer a higher level of service, facilities and amenities than economy and midscale hotels. In turn, they command higher room rates.

How well do upper midscale brands deliver on their promises?

In the following tables, we rank performance in the upper midscale segment by overall reputation, service, value, rooms and cleanliness. We reveal the best and worst performers and compare year-over-year performance. We also look at review sources, countries indexes, response rates and semantic mentions.

Data is based on reviews posted between April 1, 2017 and March 31, 2018, and changes are based on the previous year.

TOP 25 BRANDED UPPER MIDSACLE HOTELS

Rank	Name	Brand	Location	GRI	Reviews
1	Holiday Inn Express & Suites Rice Lake	Holiday Inn Express	Rice Lake, WI	98.6%	114
2	Best Western Plus Heber Valley Hotel	Best Western Plus	Heber City, UT	97.3%	137
3	Hampton Inn Sayre	Hampton by Hilton	Sayre, PA	97.1%	174
4	Best Western Plus The Hammondsport Hotel	Best Western Plus	Hammondsport, NY	97.0%	221
5	Hampton Inn Cape Girardeau I-55 East	Hampton by Hilton	Cape Girardeau, MO	96.8%	319
6	Fairfield Inn & Suites Grand Mound Centralia	Fairfield Inn & Suites	Rochester, WA	96.7%	2,455
7	Hampton Inn & Suites Tifton	Hampton by Hilton	Tifton, GA	96.7%	517
8	Best Western Plus Easton Inn & Suites	Best Western Plus	Easton, MD	96.6%	110
9	Fairfield Inn & Suites by Marriot Des Moines Altoona	Fairfield Inn & Suites	Altoona, IA	96.6%	125
10	Hampton Inn Jonesville/Elkin	Hampton by Hilton	Jonesville, NC	96.6%	376
11	Fairfield Inn & Suites by Marriot Abingdon	Fairfield Inn & Suites	Abingdon, VA	96.5%	135
12	Hampton Inn & Suites - Saint Louis/South I-55	Hampton by Hilton	Saint Louis, MO	96.4%	722
13	Home2 Suites by Hilton Opelika Auburn	Home2 Suites by Hilton	Opelika, AL	96.4%	153
14	Best Western Plus Green Mill Village Hotel & Suites	Best Western Plus	Arcola, IL	96.3%	176
15	Comfort Suites Hartville	Comfort Suites	Hartville, OH	96.3%	255
16	Hampton Inn & Suites North Houston Spring	Hampton by Hilton	Spring, TX	96.3%	343
17	Hampton Inn North Little Rock McCain Mall	Hampton by Hilton	North Little Rock, AR	96.3%	320
18	Drury Inn & Suites Burlington	Drury Inn & Suites	Burlington, NC	96.2%	594
19	Hampton Inn Wheeling	Hampton by Hilton	Wheeling, WV	96.2%	587
20	Home2 Suites by Hilton Charles Town	Home2 Suites by Hilton	Charles Town, WV	96.0%	107
21	Drury Inn & Suites Charlotte Arrowood	Drury Inn & Suites	Charlotte, NC	95.9%	1,300
22	Drury Inn & Suites Mt. Vernon	Drury Inn & Suites	Mt. Vernon, IL	95.9%	953
23	Hampton Inn & Suites Asheville Biltmore Village	Hampton by Hilton	Asheville, NC	95.9%	236
24	Oxford Hotel Bend	Oxford Suites	Bend, MN	95.9%	456
25	Comfort Suites Northwest Houston at Beltway 8	Comfort Suites	Houston, TX	95.8%	463

The bar is high in the upper midscale segment, with the GRI™ score of the top 25 branded hotels ranging from 95.8% to 98.6%, leaving little room for error. In the #1 position is Holiday Inn Express & Suites in Rice Lake, WI, with a near-perfect GRI™ of 98.6%. This is the highest ranking hotel in all segments including luxury. In 2nd place is Best Western Plus in Heber City, UT, also ranking among the top hotels in all segments with a GRI™ of 97.3%. In the #3 position is Hampton Inn in Sayre, PA with a GRI™ of 97.1%. Hampton Inn hotels from Hilton dominate the rankings, with nine properties in the top 25. Four properties from Best Western Plus make the ranking, as do three properties from Fairfield Inn & Suites and Drury Inn & Suites.

UPPER MIDSCALE BRAND RANKING

Rank	Brand	Brand Size	Parent Co	GRI	Reviews
1	Drury Plaza Hotel	Small	Drury Hotels	94.1%	14,231
2	Drury Inn & Suites	Large	Drury Hotels	92.0%	61,970
3	Drury Inn	Small	Drury Hotels	90.9%	4,748
4	Oxford Suites	Small	Oxford Corporate	90.2%	12,404
5	Home2 Suites by Hilton	Large	Hilton	90.0%	69,183
6	Ayres Hotels	Medium	Ayres Hotels	89.9%	16,572
7	Cobblestone Inn and Suites	Medium	Cobblestone Hotels	88.8%	3,218
8	Cobblestone Hotels	Medium	Cobblestone Hotels	88.2%	3,046
9	Hampton by Hilton	Large	Hilton	87.1%	818,739
10	TownePlace Suites	Large	Marriott Group	86.3%	78,808
11	Sonesta ES Suites	Medium	Sonesta International Hotels	86.1%	17,317
12	Best Western Plus	Large	Best Western Hotels & Resorts	85.6%	457,936
13	Fairfield Inn & Suites	Large	Marriott Group	85.5%	268,428
14	Holiday Inn Express	Large	InterContinental Hotels Group PLC	85.0%	882,347
15	Moxy Hotels	Small	Marriott Group	84.4%	3,828
16	GrandStay Hotels	Medium	GrandStay Hospitality	84.2%	4,070
17	Comfort Suites	Large	Choice Hotels International, Inc	84.2%	186,375
18	Boarders Inn and Suites	Small	Cobblestone Hotels	83.2%	872
19	Holiday Inn	Large	InterContinental Hotels Group PLC	82.6%	467,233
20	TRYP by Wyndham	Small	Wyndham Hotel Group	82.5%	4,666
21	Country Inn & Suites	Large	Carlson Rezidor Hotel Group	82.2%	236,287
22	Comfort Inn	Large	Choice Hotels International, Inc	81.6%	362,852
23	Centerstone	Small	Centerstone Inns, Hotels and Plaza Hotels	79.6%	1,513
24	Aqua Hotels & Resorts	Small	Aqua-Aston Hospitality	78.5%	14,551
25	Shilo Inn Suites Hotels	Medium	Shilo Inn Hotel and Suites	77.2%	9,564
26	Lexington	Small	Red Lion Hotels Corporation	76.2%	8,679
27	Park Inn	Small	Carlson Rezidor Hotel Group	76.2%	11,205
28	Clarion	Large	Choice Hotels International, Inc	75.6%	79,831
29	Wyndham Garden	Large	Wyndham Hotel Group	75.3%	49,952
30	Red Lion Hotels	Medium	Red Lion Hotels Corporation	73.8%	49,871
31	Howard Johnson	Large	Wyndham Hotel Group	67.6%	120,666
Average				83.4%	

In this table brands are ranked by overall reputation as measured by the GRI™. All qualified brands in the upper midscale segment are included, ranked from the best performers to the worst performers. The average GRI™ for this segment is 83.4%.

For reference, parent companies at the time of reporting are included in this table, and brands are categorized by size. Small brands have less than 20 properties, medium

brands 20 to 49 properties, and large brands 50 or more properties. Here we find the range in performance among brands to be quite broad, from a low of 67.6% to a high of 94.1% with no distinctive pattern in placements of small, medium and large brands. The average GRI™ is 83.4%, over five points higher than the midscale segment. Brands from Drury Hotels occupy the top three placements: Drury Plaza Hotel with a GRI™ of 94.1%, Drury Inn & Suites with a GRI™ of 92.0% and Drury Inn at 90.9%.

Rank	Brand	GRI	Change
1	Boarders Inn and Suites	83.2%	+2.9%
2	Clarion	75.6%	+2.6%
3	Shilo Inn Suites Hotels	77.2%	+1.9%
4	Centerstone	79.6%	+1.7%
5	TRYP by Wyndham	82.5%	+1.7%
6	Howard Johnson	67.6%	+1.5%
7	Ayres Hotels	89.9%	+1.2%
8	Wyndham Garden	75.3%	+1.2%
9	Holiday Inn	82.6%	+1.1%
10	Lexington	76.2%	+0.9%
11	Moxy Hotels	84.4%	+0.9%
12	Best Western Plus	85.6%	+0.8%
13	Park Inn	76.2%	+0.8%
14	Oxford Suites	90.2%	+0.7%
15	Comfort Inn	81.6%	+0.6%
16	Fairfield Inn & Suites	85.5%	+0.6%
17	Holiday Inn Express	85.0%	+0.6%
18	TownePlace Suites	86.3%	+0.6%
19	Country Inn & Suites	82.2%	+0.4%
20	Drury Inn & Suites	92.0%	+0.4%
21	Drury Plaza Hotel	94.1%	+0.4%
22	Sonesta ES Suites	86.1%	+0.4%
23	Red Lion Hotels	73.8%	+0.3%
24	Drury Inn	90.9%	0.0%
25	Aqua Hotels & Resorts	78.5%	-0.1%
26	Comfort Suites	84.2%	-0.1%
27	Hampton by Hilton	87.1%	-0.2%
28	Home2 Suites by Hilton	90.0%	-0.5%
29	GrandStay Hotels	84.2%	-0.6%
30	Cobblestone Inn and Suites	88.8%	-1.6%
31	Cobblestone Hotels	88.2%	-2.5%
Average		83.4%	+0.6%

The upper midscale segment is unique in that it contains more brands that meet the study's parameters than any other segment. It is also crowded with brands operated by large hotel conglomerates, including Marriott, Hilton, Wyndham and IHG. Review volume is extremely high for some of these brands, with Hampton by Hilton and Holiday Inn Express generating over 800,000 reviews each during the 2017/18 period.

UPPER MIDSACLE BRAND RANKING BY IMPROVEMENT

As shown on this page, ranking #1 as the most improved brand in the upper midscale segment is Boarders Inn and Suites with a GRI™ of 83.2%, an increase of 2.9% over the previous year. The 2nd most improved brand is Clarion at +2.6%, followed by Shilo Inn Suites Hotels at +1.9%.

Overall improvement in this segment was relatively modest: an average of +0.6%. Quite a few brands decreased in GRI™ from the previous year, though by relatively small amounts.

UPPER MIDSCALE BRAND RANKING BY SERVICE

Rank	Brand	Service Index	Change
1	Drury Plaza Hotel	95.0%	+0.3%
2	Drury Inn & Suites	94.0%	-0.4%
3	Oxford Suites	93.9%	+0.8%
4	Drury Inn	93.7%	-1.6%
5	Cobblestone Hotels	92.4%	-1.8%
6	Ayres Hotels	91.8%	+2.0%
7	Home2 Suites by Hilton	91.2%	-0.6%
8	Hampton by Hilton	90.2%	-0.4%
9	Best Western Plus	89.0%	+0.1%
10	Sonesta ES Suites	88.2%	+1.7%
11	Fairfield Inn & Suites	87.7%	-0.1%
12	TownePlace Suites	86.9%	+0.1%
13	Holiday Inn Express	86.8%	-0.2%
14	GrandStay Hotels	85.4%	-1.9%
15	Country Inn & Suites	85.2%	-1.0%
16	Comfort Suites	84.7%	-0.8%
17	Cobblestone Inn and Suites	84.4%	-6.2%
18	Holiday Inn	83.5%	+0.1%
19	Comfort Inn	83.4%	0.0%
20	Moxy Hotels	82.0%	-2.9%
21	Aqua Hotels & Resorts	81.5%	-1.9%
22	Lexington	81.5%	-1.1%
23	TRYP by Wyndham	80.7%	+4.7%
24	Park Inn	80.3%	-0.5%
25	Shilo Inn Suites Hotels	76.3%	-1.5%
26	Wyndham Garden	75.9%	-0.6%
27	Clarion	75.3%	-0.5%
28	Red Lion Hotels	74.8%	+0.1%
29	Howard Johnson	69.5%	-1.2%
Average		85.0%	-0.5%

Note that review volume varies by brand and is significantly lower in the department indexes (Service, Value, Rooms and Cleanliness) than in the overall rankings by Global Review Index™. Of the review sources included in the GRI™ calculation, only TripAdvisor and Ctrip publish departmental ratings. Fewer brands are listed in department index tables because some brands did not meet the minimum threshold of 100 reviews per index.

Service rankings show a strong correlation with GRI™ rankings, with Drury Hotels brands occupying three of the top four spots. Ranking #1 is Drury Plaza Hotel, with a service index of 95.0%. At #2 is Drury Inn & Suites, at 94.0%, followed by Oxford Suites at #3, with an index of 93.9%. The average service index dropped this year by 0.5% to 85.0%.

UPPER MIDSCALE BRAND RANKING BY VALUE

Rank	Brand	Value Index	Change
1	Drury Plaza Hotel	92.4%	-1.0%
2	Drury Inn & Suites	92.0%	+0.2%
3	Oxford Suites	91.1%	+0.1%
4	Drury Inn	90.1%	-2.8%
5	Home2 Suites by Hilton	89.1%	-0.6%
6	Sonesta ES Suites	88.5%	+0.9%
7	Ayres Hotels	87.5%	+1.5%
8	TownePlace Suites	86.7%	+0.5%
9	Hampton by Hilton	85.9%	-0.3%
10	Best Western Plus	85.3%	+0.2%
11	Comfort Suites	85.3%	+0.6%
12	Fairfield Inn & Suites	84.3%	0.0%
13	Holiday Inn Express	82.9%	-0.1%
14	TRYP by Wyndham	82.9%	+4.5%
15	GrandStay Hotels	82.8%	-0.1%
16	Country Inn & Suites	81.3%	-1.1%
17	Comfort Inn	81.0%	-0.7%
18	Moxy Hotels	80.0%	-3.7%
19	Aqua Hotels & Resorts	79.2%	-0.7%
20	Holiday Inn	78.8%	+0.3%
21	Lexington	77.8%	-1.7%
22	Park Inn	76.6%	-2.5%
23	Clarion	73.4%	-1.3%
24	Wyndham Garden	72.8%	-0.5%
25	Shilo Inn Suites Hotels	69.4%	-3.5%
26	Red Lion Hotels	67.2%	-3.0%
27	Howard Johnson	66.0%	-1.5%
Average		81.9%	-0.6%

As with the service index, Drury Hotels brands occupy three of the four top spots in the value index. At #1 is Drury Plaza Hotel, with a value index of 92.4%. Ranking #2 is Drury Inn & Suites, with an index of 92.0%, followed by Oxford Suites at 91.1%.

The average value index decreased by 0.6% this year, with several brands losing 3.0% or more.

UPPER MIDSCALE BRAND RANKING BY ROOMS

Rank	Brand	Room Index	Change
1	Drury Plaza Hotel	94.4%	+1.3%
2	Drury Inn	94.1%	+0.9%
3	Home2 Suites by Hilton	92.6%	-0.6%
4	Oxford Suites	92.2%	+0.9%
5	Drury Inn & Suites	91.9%	-0.4%
6	Ayres Hotels	90.4%	+1.2%
7	Sonesta ES Suites	90.0%	+2.4%
8	Hampton by Hilton	89.1%	-0.3%
9	Best Western Plus	87.6%	-0.1%
10	TownePlace Suites	87.4%	+0.6%
11	Fairfield Inn & Suites	85.8%	+0.5%
12	Comfort Suites	85.3%	-0.4%
13	Holiday Inn Express	85.3%	+0.1%
14	GrandStay Hotels	83.9%	-2.3%
15	Country Inn & Suites	82.4%	-1.5%
16	Lexington	81.3%	+4.7%
17	Comfort Inn	81.2%	-0.4%
18	Holiday Inn	80.2%	-0.1%
19	TRYP by Wyndham	79.0%	-0.2%
20	Aqua Hotels & Resorts	77.1%	-0.6%
21	Moxy Hotels	76.9%	0.0%
22	Park Inn	75.0%	-1.6%
23	Shilo Inn Suites Hotels	72.8%	+0.3%
24	Wyndham Garden	72.2%	-1.4%
25	Clarion	70.7%	-1.4%
26	Red Lion Hotels	67.2%	-2.1%
27	Howard Johnson	61.6%	-1.5%
Average		82.5%	-0.1%

The #1 ranking once again goes to Drury Plaza Hotel with a room index of 94.4%. At #2 is Drury Inn, with a score of 94.1%, followed by Home2 Suites by Hilton at 92.6%. The change in the average room index this year dropped slightly by -0.1% to 82.5%.

UPPER MIDSCALE BRAND RANKING BY CLEANLINESS

Rank	Brand	Cleanliness Index	Change
1	Drury Plaza Hotel	96.6%	+1.2%
2	Drury Inn & Suites	94.5%	+0.2%
3	Oxford Suites	94.3%	+0.9%
4	Drury Inn	94.0%	-0.8%
5	Ayres Hotels	93.6%	+0.7%
6	Home2 Suites by Hilton	92.8%	-0.6%
7	Hampton by Hilton	91.0%	-0.4%
8	TownePlace Suites	90.8%	+0.8%
9	Fairfield Inn & Suites	90.3%	+0.6%
10	Best Western Plus	89.5%	-0.3%
11	Holiday Inn Express	89.4%	+0.3%
12	Sonesta ES Suites	88.9%	+0.8%
13	Comfort Suites	88.8%	+1.1%
14	Moxy Hotels	86.7%	+1.6%
15	Comfort Inn	86.2%	+0.7%
16	Holiday Inn	85.7%	+0.7%
17	GrandStay Hotels	84.7%	-2.6%
18	TRYP by Wyndham	84.2%	+8.4%
19	Country Inn & Suites	84.0%	-1.5%
20	Lexington	82.0%	+2.4%
21	Clarion	77.6%	+1.0%
22	Park Inn	76.4%	-2.4%
23	Wyndham Garden	75.9%	-0.9%
24	Shilo Inn Suites Hotels	73.6%	-6.0%
25	Red Lion Hotels	70.6%	-4.1%
26	Howard Johnson	65.1%	-1.5%
	Average	85.7%	+0.0%

Cleanliness is an area of strength in the upper midscale segment, with nine brands achieving scores of over 90% and an overall average index of 85.7%. The average index remained flat over the previous year, with most brands showing only moderate changes.

The top placements in the cleanliness ranking show a familiar pattern. In the #1 position is Drury Plaza Hotel with an index of 96.6%. At #2 is Drury Inn & Suites with an index of 94.5%. Next is Oxford Suites with a score of 94.3%.

Notably, TRYP by Wyndham increased its cleanliness index by 8.4% this year, whereas Shilo Inn Suites Hotels fell by 6.0% and Red Lion Hotels fell by 4.1%.

REVIEW SOURCES: UPPER MIDSCALE BRANDS

Review Source	Reviews	% of Total	Change (%)	Source Index
Google	1,121,930	30.0%	+115.7%	84.1%
Booking.com	1,029,875	27.6%	+21.6%	85.6%
TripAdvisor	593,188	15.9%	-20.3%	81.8%
Hotels.com	503,496	13.5%	+7.6%	85.5%
Expedia	229,967	6.2%	+41.0%	82.7%
Priceline	98,032	2.6%	+1.4%	80.3%
Facebook	68,083	1.8%	+22.6%	86.8%
Yelp	37,309	1.0%	+8.9%	64.5%
Ctrip	19,837	0.5%	-13.0%	89.9%
Orbitz	17,204	0.5%	+5.6%	77.5%

The pattern of large growth in review volume from Google seen in other segments is also evident in the upper midscale segment, where Google increased volume by 115.7%. Unlike in the economy and midscale segments, in this segment Google surpassed Booking.com in the total number of reviews generated.

In keeping with the other segments, TripAdvisor lost review market share, with review volume down by 20.3%. Booking.com and Expedia increased volume by 21.6% and 41.0% respectively. Facebook also experienced significant growth, at 22.6%, although its proportion remains relatively low.

With regard to the source index, ratings were highest on Ctrip and Facebook and lowest on Yelp and Orbitz.

COUNTRY INDEXES: UPPER MIDSACLE BRANDS

Country	Reviews	% of Total	Change (%)	Country Index
United States	2,050,507	80.1%	+13.4%	84.7%
Canada	176,563	6.9%	+9.2%	83.4%
Germany	34,943	1.4%	+7.7%	79.9%
United Kingdom	32,331	1.3%	-2.9%	82.3%
Brazil	21,047	0.8%	+6.4%	82.1%
France	20,202	0.8%	+0.9%	79.4%
Spain	19,328	0.8%	+17.7%	80.0%
China	15,794	0.6%	-0.2%	82.4%
Mexico	13,924	0.5%	+15.6%	83.5%
Italy	13,510	0.5%	-1.2%	78.5%

Of the top ten source countries, US and Canadian travelers generated the vast majority of reviews in the upper midscale segment; they also gave the highest ratings. Ratings from Western European travelers were lower, with Germany, France and Italy generating indexes of under 80%.

Review Sentiment	Management Response Ratio
All	34.8%
Positive	34.9%
Neutral	33.4%
Negative	39.1%

Review Source	Management Response Ratio
TripAdvisor	58.7%
Travelocity	34.9%
eLong	32.9%
Expedia	32.6%
Hotels.com	27.5%
Booking.com	24.7%
HotelPlanner	21.4%
Facebook	19.2%
Yelp	3.8%
Holidaycheck	1.4%
Ctrip	1.0%
Agoda	0.8%

RESPONSE RATES FOR UPPER MIDSACLE BRANDS

As we observe in the other segments, the ratio of review responses increases with increasing chain scale. The overall review response rate in the upper midscale segment was 34.8%, with hotels responding to more negative reviews than positive reviews.

The bottom table lists sources that generated at least 1,000 respondable reviews within the chain scale over the date range and ranks them by percentage of review responses.

SEMANTIC MENTIONS FOR UPPER MIDSCALE BRANDS

Semantic Category	Mentions	Positive (%)	Negative (%)
Location	296,055	91.3%	8.7%
Staff	507,489	85.9%	14.1%
Ambience	209,628	85.5%	14.5%
Service	226,262	82.4%	17.6%
Bed	489,048	76.1%	23.9%
Reception	290,758	75.3%	24.7%
Security	45,611	69.8%	30.2%
Value	296,433	67.3%	32.7%
Facilities	707,985	62.5%	37.5%
Entertainment	17,315	61.4%	38.6%
Decoration	68,027	58.5%	41.5%
Internet	84,091	54.2%	45.8%
Technology	51,872	51.0%	49.0%
Spa	51,308	49.5%	50.5%
Bathroom	244,413	47.6%	52.4%

As with the economy and midscale segments, location, staff and ambience received the highest number of positive mentions in reviews during the 2017/18 period. Value received a lower proportion of positive mentions in the upper midscale segment.

Also showing a similar pattern to the other segments, bathrooms received the highest volume of negative mentions, followed by spa, technology and internet.



Best Western Premier Boulder Falls Inn, Lebanon

■ UPGRADE BRANDS

OVERVIEW

The next step up from upper midscale hotels, upscale hotels typically offer a higher quality of guest room and furnishings, have more staff on hand to service guests, and provide extra amenities such as function space, concierge services and room service.

How well do upscale brands deliver on guest expectations?

In the following tables, we rank performance in the upscale segment by overall reputation, service, value, rooms and cleanliness. We reveal the best and worst performers and compare year-over-year performance. We also look at review sources, countries indexes, response rates and semantic mentions.

Data is based on reviews posted between April 1, 2017 and March 31, 2018, and changes are based on the previous year.

TOP 25 BRANDED UPSCALE HOTELS

Rank	Name	Brand	Location	GRI	Reviews
1	Best Western Premier Boulder Falls Inn	Best Western Premier	Lebanon, OR	97.6%	707
2	SpringHill Suites Chicago Southeast/Munster, IN	SpringHill Suites	Munster, IN	97.4%	100
3	SpringHill Suites Bozeman	SpringHill Suites	Bozeman, MT	97.1%	416
4	Courtyard by Marriot Pigeon Forge	Courtyard by Marriott	Pigeon Forge, TN	97.0%	1,438
5	Homewood Suites by Hilton Concord Charlotte	Homewood Suites by Hilton	Concord, NC	97.0%	552
6	Staybridge Suites Omaha West	Staybridge Suites	Omaha, NE	96.9%	236
7	Best Western Premier Energy Corridor	Best Western Premier	Katy, TX	96.8%	813
8	Homewood Suites By Hilton New Hartford Utica	Homewood Suites by Hilton	Clinton, NY	96.8%	227
9	Staybridge Suites Longview	Staybridge Suites	Longview, TX	96.8%	240
10	DoubleTree by Hilton Hotel Reading	DoubleTree by Hilton	Reading, PA	96.7%	1,345
11	Stoney Creek Hotel & Conference Center Broken Arrow, OK	Stoney Creek Hotels	Broken Arrow, OK	96.7%	312
12	Disney's Polynesian Village Resort	Disney Hotels	Lake Buena Vista, FL	96.6%	2,987
13	Residence Inn by Marriot Wheeling St. Clairsville OH	Residence Inn	St. Clairsville, OH	96.6%	173
14	Best Western Premier The Lodge on Lake Detroit	Best Western Premier	Detroit Lakes, MN	96.5%	230
15	Hyatt Place Knoxville Downtown	Hyatt Place	Knoxville, TN	96.5%	306
16	Residence Inn by Marriot Phoenix NW/ Surprise	Residence Inn	Surprise, AZ	96.5%	346
17	The Grand America Hotel	Grand America Hotels & Resorts	None, UT	96.5%	2,338
18	Disney's Boardwalk Inn	Disney Hotels	Lake Buena Vista, FL	96.4%	2,202
19	Homewood Suites by Hilton Paducah	Homewood Suites by Hilton	Paducah, KY	96.4%	269
20	Homewood Suites by Hilton Saratoga Springs	Homewood Suites by Hilton	Saratoga Springs, NY	96.3%	234
21	Best Western Premier Mariemont Inn	Best Western Premier	Cincinnati, OH	96.2%	242
22	Hyatt Place Dallas/The Colony	Hyatt Place	The Colony, TX	96.2%	262
23	Kress Inn, an Ascend Hotel Collection Member	Ascend Hotel Collection	De Pere, WI	96.2%	167
24	Disney's Grand Floridian Resort and Spa	Disney Hotels	Lake Buena Vista, FL	96.1%	3,562
25	Hilton Garden Inn Salina	Hilton Garden Inn	Salina, KS	96.1%	103

The top-25 ranking in the upscale segment is extremely competitive, with five branded properties achieving a Global Review Index™ of 97% or more and every property scoring at least 96%. In some case, just a fraction of a decimal point in GRI™ separates brands.

The top three performers are Best Western Premier Boulder Falls Inn in Lebanon, OR (GRI™ 97.6%), SpringHill Suites Chicago Southeast in Munster, IN (GRI™ 97.4%) and Springhill Suites Bozeman in Bozeman, MT (GRI™ 97.1%).

UPSCALE BRAND RANKING

Rank	Brand	Brand Size	Parent Co	GRI	Reviews
1	Grand America Hotels & Resorts	Small	Grand America Hotels and Resorts	91.1%	14,530
2	Disney Hotels	Medium	Disney	90.8%	107,342
3	Stoney Creek Hotels	Small	Stoney Creek Hospitality	90.7%	4,092
4	Best Western Premier	Medium	Best Western Hotels & Resorts	90.6%	28,346
5	Cambria Hotels	Medium	Choice Hotels International, Inc	90.2%	27,575
6	EVEN Hotels	Small	InterContinental Hotels Group PLC	90.0%	9,541
7	Staybridge Suites	Large	InterContinental Hotels Group PLC	88.2%	105,065
8	Element	Medium	Starwood Hotels	88.1%	18,657
9	Hyatt House	Large	Hyatt Corporation	88.0%	57,428
10	AC Hotels	Medium	Marriott Group	87.9%	14,407
11	Great Wolf Lodge	Small	Great Wolf Resorts	87.8%	56,688
12	Homewood Suites by Hilton	Large	Hilton	87.4%	179,085
13	Sonesta Hotels & Resorts	Small	Sonesta International Hotels	87.4%	9,363
14	Shell Vacations Club	Medium	Wyndham Hotel Group	87.1%	11,483
15	Hyatt Place	Large	Hyatt Corporation	87.0%	210,934
16	SpringHill Suites	Large	Marriott Group	87.0%	179,517
17	Residence Inn	Large	Marriott Group	86.9%	239,347
18	BW Premier Collection	Medium	Best Western Hotels & Resorts	86.1%	49,859
19	Graduate Hotels	Small	AJ Capital Partners	85.9%	4,841
20	Hilton Garden Inn	Large	Hilton	85.9%	297,486
21	Ascend Hotel Collection	Large	Choice Hotels International, Inc	85.5%	77,830
22	Courtyard by Marriott	Large	Marriott Group	84.9%	415,062
23	Aloft Hotels	Large	Starwood Hotels	84.7%	75,605
24	Coast Hotels	Medium	Coast Hotels & Resorts	84.2%	26,640
25	NYLO Hotels	Small	NYLO Hotel	83.7%	7,674
26	Aston Hotels & Resorts	Medium	Aqua-Aston Hospitality	83.3%	13,203
27	DoubleTree by Hilton	Large	Hilton	83.1%	327,114
28	Novotel	Small	Accor	83.1%	15,609
29	Larkspur Landing	Small	Larkspur Landing	82.4%	7,132
30	Four Points	Large	Starwood Hotels	81.7%	109,765
31	Crowne Plaza	Large	InterContinental Hotels Group PLC	81.1%	158,118
32	Legacy Vacation Club	Small	Legacy Vacation Club	80.3%	5,271
33	Radisson	Large	Carlson Rezidor Hotel Group	80.2%	96,990
34	Canad Inns	Small	Canad Inn	80.1%	4,826
35	Wyndham	Medium	Wyndham Hotel Group	79.1%	55,835
36	Westmark Hotels	Small	Westmark Hotels	77.3%	3,209
Average				85.5%	

In this table brands are ranked by overall reputation as measured by the GRI™. All qualified brands in the upscale segment are included, ranked from the best performers to the worst

performers. The average GRI™ for this segment is 85.5%. Of all segments, the upscale segment contains the largest number of brands in this study: 36. For reference, parent companies at the time of reporting are included in this table, and brands are categorized by size. Small brands have less than 20 properties, medium brands 20 to 49 properties, and large brands 50 or more properties.

Rank	Brand	GRI	Change
1	AC Hotels	87.9%	+3.7%
2	Great Wolf Lodge	87.8%	+2.2%
3	Canad Inns	80.1%	+2.0%
4	Shell Vacations Club	87.1%	+1.9%
5	Grand America Hotels & Resorts	91.1%	+1.5%
6	Legacy Vacation Club	80.3%	+1.4%
7	DoubleTree by Hilton	83.1%	+1.3%
8	Aloft Hotels	84.7%	+1.2%
9	Crowne Plaza	81.1%	+1.2%
10	Ascend Hotel Collection	85.5%	+1.1%
11	Four Points	81.7%	+1.1%
12	Graduate Hotels	85.9%	+1.1%
13	Best Western Premier	90.6%	+1.0%
14	Coast Hotels	84.2%	+1.0%
15	Westmark Hotels	77.3%	+1.0%
16	BW Premier Collection	86.1%	+0.9%
17	Wyndham	79.1%	+0.8%
18	Cambria Hotels	90.2%	+0.6%
19	Disney Hotels	90.8%	+0.6%
20	Radisson	80.2%	+0.6%
21	Novotel	83.1%	+0.5%
22	Stoney Creek Hotels	90.7%	+0.5%
23	Aston Hotels & Resorts	83.3%	+0.4%
24	Hyatt Place	87.0%	+0.3%
25	Residence Inn	86.9%	+0.3%
26	Courtyard by Marriott	84.9%	+0.2%
27	SpringHill Suites	87.0%	+0.2%
28	Staybridge Suites	88.2%	+0.2%
29	Homewood Suites by Hilton	87.4%	0.0%
30	Hilton Garden Inn	85.9%	-0.1%
31	Hyatt House	88.0%	-0.1%
32	Element	88.1%	-0.2%
33	Larkspur Landing	82.4%	-0.2%
34	Sonesta Hotels & Resorts	87.4%	-0.2%
35	NYLO Hotels	83.7%	-0.3%
36	EVEN Hotels	90.0%	-0.8%
Average		85.5%	+0.7%

In the table on the previous page, the highest-ranking brand is Grand America Hotels & Resorts with a GRI™ of 91.1%. At #2 is Disney Hotels with a GRI™ of 90.8%, followed by Stoney Creek Hotels with a GRI™ of 90.7%. Only two large brands, Staybridge Suites and Hyatt House, place within the top-ten rankings; the rest are small and medium-size brands. Two brands fall below 80.0% in GRI™: Wyndham and Westmark Hotels.

UPSCALE BRAND RANKING BY IMPROVEMENT

Marriott's AC Hotels showed the most improvement in online reputation over the previous year, improving its GRI™ by 3.7%. Next is Great Wolf Lodge, which increased its GRI™ by 2.2%, followed by Canad Inns with an improvement of 2.0%.

Most brands in this segment showed at least some improvement, with seven declining in performance from the previous year. The average improvement is +0.7%.

UPSCALE BRAND RANKING BY SERVICE

Rank	Brand	Service Index	Change
1	Best Western Premier	92.1%	+0.6%
2	Cambria Hotels	89.6%	+0.7%
3	Homewood Suites by Hilton	89.3%	-0.5%
4	Sonesta Hotels & Resorts	89.0%	-0.5%
5	Hyatt House	88.7%	-1.0%
6	Hilton Garden Inn	88.6%	-0.8%
7	Grand America Hotels & Resorts	88.3%	+1.5%
8	EVEN Hotels	88.2%	-3.3%
9	Residence Inn	88.1%	-0.6%
10	Hyatt Place	88.0%	-1.0%
11	Staybridge Suites	87.7%	-1.5%
12	Coast Hotels	87.6%	+0.4%
13	SpringHill Suites	87.4%	-0.5%
14	Disney Hotels	86.9%	-1.4%
15	Ascend Hotel Collection	86.7%	+1.1%
16	BW Premier Collection	86.4%	-0.7%
17	Courtyard by Marriott	86.0%	-0.9%
18	Graduate Hotels	85.1%	-1.1%
19	Shell Vacations Club	84.9%	+0.3%
20	DoubleTree by Hilton	84.7%	-0.2%
21	Element	84.5%	-1.4%
22	NYLO Hotels	84.4%	+3.6%
23	Great Wolf Lodge	83.6%	+1.1%
24	Aston Hotels & Resorts	83.5%	+0.5%
25	Larkspur Landing	83.1%	-1.2%
26	Novotel	83.0%	0.0%
27	Aloft Hotels	82.9%	+1.0%
28	Radisson	82.9%	-1.0%
29	Four Points	81.9%	+0.3%
30	Legacy Vacation Club	81.7%	+1.7%
31	Crowne Plaza	81.2%	-0.8%
32	Wyndham	79.8%	0.0%
33	Canad Inns	78.6%	+2.8%
34	Westmark Hotels	77.9%	+1.5%
Average		85.4%	-0.0%

Note that review volume varies by brand and is significantly lower in the department indexes (Service, Value, Rooms and Cleanliness) than in the overall rankings by Global Review Index™. Of the review sources included in the GRI™ calculation, only TripAdvisor and Ctrip

publish departmental ratings. Fewer brands are listed in department index tables because some brands did not meet the minimum threshold of 100 reviews per index.

Variations in service indexes among upscale brands are less pronounced than in the lower segments, with GRI™ scores ranging from 77.9% to 92.1%. The average service index remained flat over the previous year at 85.4%. Top performers are Best Western Premier (GRI™ 92.1%), Cambria Hotels (GRI™ 89.6%) and Homewood Suites by Hilton (GRI™ 89.3%).

UPSCALE BRAND RANKING BY VALUE

Rank	Brand	Value Index	Change
1	Best Western Premier	89.2%	+1.1%
2	Staybridge Suites	86.8%	-1.0%
3	Hyatt House	86.5%	-1.0%
4	Homewood Suites by Hilton	86.0%	-0.6%
5	Cambria Hotels	85.9%	-0.7%
6	Hyatt Place	85.3%	-0.9%
7	Residence Inn	85.1%	+0.3%
8	Sonesta Hotels & Resorts	85.0%	+0.5%
9	EVEN Hotels	84.7%	-4.2%
10	Element	84.4%	-1.4%
11	SpringHill Suites	84.4%	+0.2%
12	Hilton Garden Inn	83.9%	-0.7%
13	Shell Vacations Club	83.3%	+1.0%
14	Ascend Hotel Collection	82.8%	+1.3%
15	BW Premier Collection	82.8%	-1.4%
16	Grand America Hotels & Resorts	82.5%	-3.4%
17	AC Hotels	81.8%	+2.7%
18	Coast Hotels	81.8%	-0.3%
19	Aston Hotels & Resorts	81.6%	+0.8%
20	Courtyard by Marriott	81.0%	-0.4%
21	DoubleTree by Hilton	79.8%	-0.3%
22	Aloft Hotels	79.6%	+1.7%
23	Graduate Hotels	79.6%	+1.9%
24	Disney Hotels	78.4%	-0.9%
25	Radisson	78.2%	-0.5%
26	Legacy Vacation Club	77.9%	+2.2%
27	Four Points	77.6%	+0.1%
28	NYLO Hotels	77.2%	-1.5%
29	Crowne Plaza	75.6%	0.0%
30	Wyndham	75.4%	-0.2%
31	Canad Inns	75.1%	+6.1%
32	Novotel	75.1%	-1.5%
33	Great Wolf Lodge	72.6%	+0.6%
34	Westmark Hotels	68.1%	-1.1%
Average		81.0%	-0.0%

The #1 brand by value index is Best Western Premier with a score of 89.2%. At #2 is Staybridge Suites with an index of 86.8%, followed by Hyatt House at 86.5%. The average value index remained flat over the previous year at 81%. One brand fell below 70%: Westmark Hotels.

UPSCALE BRAND RANKING BY ROOMS

Rank	Brand	Room Index	Change
1	Best Western Premier	92.6%	+0.2%
2	Cambria Hotels	90.8%	-0.6%
3	Grand America Hotels & Resorts	89.8%	+2.6%
4	EVEN Hotels	89.5%	-0.8%
5	Homewood Suites by Hilton	89.3%	-0.6%
6	Hyatt House	89.1%	-1.3%
7	Sonesta Hotels & Resorts	88.9%	-0.4%
8	Staybridge Suites	88.6%	-1.8%
9	Residence Inn	88.4%	+1.1%
10	Hilton Garden Inn	87.9%	-0.5%
11	AC Hotels	87.8%	+5.8%
12	Hyatt Place	87.8%	-1.1%
13	SpringHill Suites	87.0%	+0.9%
14	Element	86.7%	-1.9%
15	Coast Hotels	85.1%	+0.5%
16	Courtyard by Marriott	84.5%	-0.1%
17	BW Premier Collection	84.4%	-1.0%
18	Shell Vacations Club	84.0%	+1.2%
19	Disney Hotels	83.7%	-0.7%
20	DoubleTree by Hilton	83.0%	+0.2%
21	Ascend Hotel Collection	82.8%	+0.4%
22	NYLO Hotels	82.5%	+0.6%
23	Aloft Hotels	81.5%	+1.2%
24	Graduate Hotels	81.2%	-3.0%
25	Great Wolf Lodge	81.1%	+0.9%
26	Aston Hotels & Resorts	80.6%	-0.6%
27	Radisson	80.4%	-0.5%
28	Canad Inns	79.5%	+0.6%
29	Novotel	78.9%	-1.1%
30	Four Points	78.1%	-0.6%
31	Crowne Plaza	77.4%	-0.9%
32	Wyndham	76.8%	-0.2%
33	Legacy Vacation Club	74.7%	+2.2%
34	Westmark Hotels	70.7%	+1.7%
Average		84.0%	+0.1%

Once again, the top-ranking brand is Best Western Premier, with a room index of 92.6%. Ranking #2 is Cambria Hotels at 90.8%, followed by Grand America Hotels & Resorts at 89.8%. The average score was 84.0%, slightly up from the previous year.

UPSCALE BRAND RANKING BY CLEANLINESS

Rank	Brand	Cleanliness Index	Change
1	EVEN Hotels	94.5%	-1.5%
2	Best Western Premier	94.1%	+0.2%
3	Grand America Hotels & Resorts	93.9%	+1.1%
4	AC Hotels	93.4%	+3.8%
5	Cambria Hotels	93.1%	+0.5%
6	Sonesta Hotels & Resorts	92.3%	+0.1%
7	Staybridge Suites	91.7%	+0.3%
8	Residence Inn	90.3%	+1.1%
9	Hilton Garden Inn	90.2%	-0.7%
10	Hyatt House	90.0%	-1.0%
11	SpringHill Suites	90.0%	+0.5%
12	Homewood Suites by Hilton	89.7%	-0.6%
13	Courtyard by Marriott	89.5%	-0.2%
14	Hyatt Place	89.4%	-1.1%
15	Coast Hotels	89.2%	+0.2%
16	Disney Hotels	88.9%	-0.5%
17	Aloft Hotels	87.8%	+1.6%
18	BW Premier Collection	87.7%	-1.1%
19	Element	87.3%	-2.7%
20	Graduate Hotels	87.3%	-2.3%
21	Shell Vacations Club	87.3%	-0.6%
22	Novotel	86.8%	+1.2%
23	NYLO Hotels	86.6%	-0.4%
24	DoubleTree by Hilton	85.9%	0.0%
25	Canad Inns	85.6%	+5.4%
26	Aston Hotels & Resorts	85.0%	-0.7%
27	Four Points	84.8%	+1.2%
28	Crowne Plaza	83.4%	-0.2%
29	Radisson	83.0%	-0.9%
30	Great Wolf Lodge	82.2%	+0.7%
31	Wyndham	81.2%	0.0%
32	Westmark Hotels	80.6%	+1.2%
33	Legacy Vacation Club	78.1%	+0.1%
Average		87.9%	+0.1%

Cleanliness scores are relatively high in the upscale segment, with all but one brand scoring higher than 80% and 11 brands achieving 90% or more. In the top position is EVEN hotels with an index of 94.5%. Next is Best Western Premier at 94.1%, followed by Grand America Hotels & Resorts at 93.9%. The average cleanliness index is 87.9%, slightly up (+0.1%) from the previous period.

REVIEW SOURCES: UPSCALE BRANDS

Review Source	Reviews	% of Total	Change (%)	Source Index
Google	900,981	32.0%	+93.8%	86.2%
Booking.com	686,816	24.4%	+25.5%	86.7%
TripAdvisor	475,999	16.9%	-20.6%	82.6%
Hotels.com	322,882	11.5%	+6.2%	87.2%
Expedia	171,228	6.1%	+35.4%	84.8%
Facebook	114,816	4.1%	+17.0%	87.5%
Priceline	68,563	2.4%	+5.8%	82.8%
Yelp	42,061	1.5%	+10.1%	65.2%
Orbitz	12,815	0.5%	+8.8%	81.4%
Ctrip	9,944	0.4%	+38.6%	90.8%

As in other segments, reviews from Google increased substantially in the upscale segment, achieving growth of 93.8% and representing 32% of total reviews. Booking.com also increased volume substantially (+25.5%), as did Expedia (+35.4%). TripAdvisor's volume decreased (-20.6%), a pattern we've seen in other segments.

Average ratings are relatively consistent across sources, with Ctrip travelers giving the highest ratings and Yelp giving the lowest ratings.

COUNTRY INDEXES: UPSCALE BRANDS

Country	Reviews	% of Total	Change (%)	Country Index
United States	1,169,247	74.4%	+8.6%	85.4%
Canada	97,982	6.2%	+6.0%	84.3%
United Kingdom	32,985	2.1%	+0.2%	83.6%
Germany	25,411	1.6%	+11.8%	82.0%
Brazil	20,398	1.3%	+7.9%	85.0%
Spain	16,516	1.1%	+19.0%	82.0%
France	16,091	1.0%	+2.8%	81.4%
Australia	13,500	0.9%	+13.1%	84.3%
China	12,722	0.8%	+6.4%	83.5%
Italy	12,381	0.8%	+8.9%	80.0%

As expected, of the top-ten sources countries, the vast majority of reviews of hotels in the US and Canada came from American and Canadian travelers. Ratings from these countries along with Brazil and Australia are highest, whereas ratings from France and Italy are lowest.

Review Senti-ment	Management Response Ratio
All	35.2%
Positive	34.6%
Neutral	35.6%
Negative	40.8%

Review Source	Management Response Ratio
TripAdvisor	63.5%
Travelocity	32.6%
Expedia	32.1%
Hotels.com	27.4%
Facebook	22.8%
Google	21.9%
Booking.com	19.7%
Yelp	6.3%
Holidaycheck	2.0%
Agoda	0.8%
Ctrip	0.2%

MANAGEMENT RESPONSE RATES FOR UPSCALE BRANDS

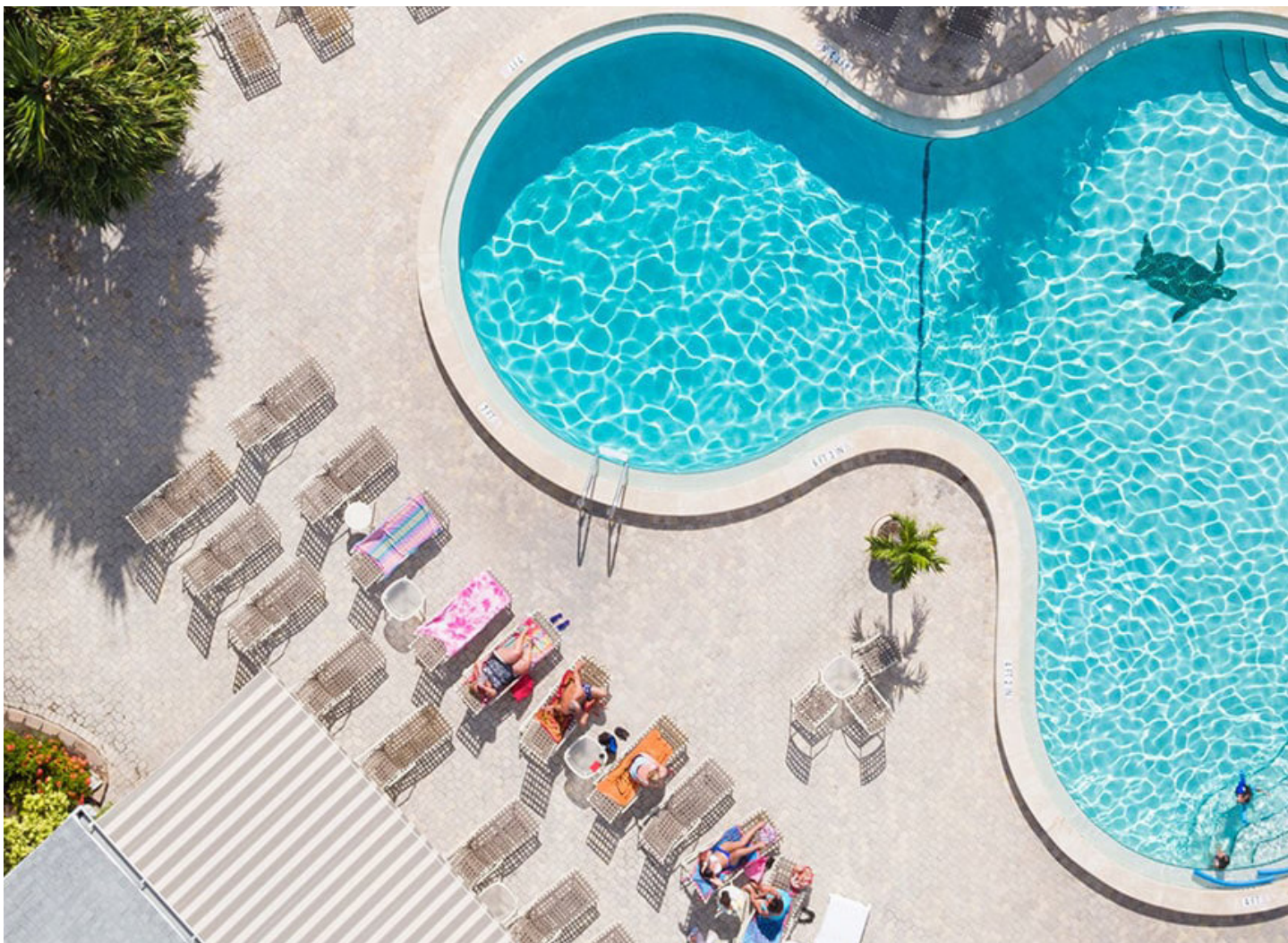
Hotels in the upscale segment responded to 35.2% of respondable reviews in the 2017/18 period, with a higher proportion of negative reviews (40.8%) receiving a response than positive reviews (34.6%). Relative to the lower chain scales, TripAdvisor reviews received more responses, whereas reviews from Booking.com and Google received fewer responses.

The bottom table lists sources that generated at least 1,000 respondable reviews within the chain scale over the date range and ranks them by percentage of review responses.

SEMANTIC MENTIONS FOR UPSCALE BRANDS

Semantic Category	Mentions	Positive (%)	Negative (%)
Location	149,701	91.5%	8.5%
Staff	432,660	86.4%	13.6%
Ambience	122,948	85.0%	15.0%
Hotel	1,130,137	79.1%	20.9%
Cleanliness	660,139	78.8%	21.2%
Service	181,478	78.5%	21.5%
Food and Drinks	862,849	74.5%	25.5%
Reception	180,313	74.1%	25.9%
Bed	256,006	72.1%	27.9%
Security	28,597	68.9%	31.1%
Entertainment	24,099	67.5%	32.5%
Room	1,192,382	66.8%	33.2%
Decoration	59,131	66.1%	33.9%
Facilities	490,398	63.1%	36.9%
Value	205,445	58.3%	41.7%
Internet	42,664	56.2%	43.8%
Technology	31,873	51.8%	48.2%
Spa	22,244	49.1%	50.9%
Bathroom	152,795	47.1%	52.9%

As with the other segments, location, staff and ambience received the highest number of positive mentions. Value received a significantly lower proportion of positive mentions in the upscale segment than in the lower segments. Consistent with the lower segments, bathrooms received the highest volume of negative mentions, followed by spa, technology and internet.



Tortuga Beach Club Resort, Hilton Grand Vacations

■ UPPER UPSCALE BRANDS

OVERVIEW

Upper upscale brands are the next step up from upscale brands, providing an elevated level of guest room, service, amenities and facilities at a premium price.

How well do upper upscale brands deliver on guest expectations?

In the following tables, we rank performance in the upper upscale segment by overall reputation, service, value, rooms and cleanliness. We reveal the best and worst performers and compare year-over-year performance. We also look at review sources, countries indexes, response rates and semantic mentions.

Data is based on reviews posted between April 1, 2017 and March 31, 2018, and changes are based on the previous year.

TOP 25 BRANDED UPPER UPSCALE HOTELS

Rank	Name	Brand	Location	GRI	Reviews
1	Tortuga Beach Club Resort	Hilton Grand Vacations	Sanibel Island, FL	97.7%	116
2	Hilton Grand Vacations on the Boulevard	Hilton Grand Vacations	Las Vegas, NV	96.6%	1,717
3	Hilton Grand Vacations Club at Trump International Hotel	Hilton Grand Vacations	Las Vegas, NV	96.5%	1,620
4	Mokara Hotel & Spa	Omni Hotels	San Antonio, TX	96.0%	503
5	Ambassador Hotel Tulsa	Autograph Collection	Tulsa, OK	95.7%	302
6	Hilton Grand Vacations Club at Tuscany Village	Hilton Grand Vacations	Orlando, FL	95.7%	1,116
7	The Siena Hotel	Autograph Collection	Chapel Hill, NC	95.6%	360
8	Embassy Suites by Hilton The Woodlands at Hughes Landing	Embassy Suites by Hilton	The Woodlands, TX	95.5%	783
9	Valdoro Mountain Lodge Hotel	Hilton Grand Vacations	Breckenridge, CO	95.5%	132
10	Hilton Lac-Leamy	Hilton Hotels & Resorts	Gatineau-Ottawa, QC	95.3%	2,683
11	Union Station Hotel Nashville	Autograph Collection	Nashville, TN	95.2%	369
12	Hotel EMC2	Autograph Collection	Chicago, IL	95.1%	1,090
13	Hotel 50 Bowery	Joie de Vivre	New York, NY	95.0%	2,997
14	Ace Hotels Chicago	Ace Hotel	Chicago, IL	94.9%	737
15	The Raphael Hotel	Autograph Collection	Kansas City, MO	94.6%	604
16	WATERMARK Baton Rouge	Autograph Collection	Baton Rouge, LA	94.6%	324
17	Renaissance Dallas at Plano Legacy West Hotel	Renaissance Hotels	Plano, TX	94.5%	476
18	The Press Hotel	Autograph Collection	Portland, ME	94.5%	839
19	Ambassador Hotel	Autograph Collection	Oklahoma City, OK	94.4%	311
20	The Westin Chattanooga	Westin Hotels and Resorts	Chattanooga, TN	94.4%	543
21	Embassy Suites by Hilton Akron Canton Airport	Embassy Suites by Hilton	North Canton, OH	94.3%	433
22	Delta Hotels by Marriot Toronto	Delta Hotels by Marriott	Toronto, ON	94.2%	3,027
23	Embassy Suites by Hilton Tuscaloosa Alabama Downtown	Embassy Suites by Hilton	Tuscaloosa, AL	94.2%	442
24	Kimpton Aertson Hotel	Kimpton Hotels & Restaurants	Midtown, TN	94.2%	491
25	The H Hotel	Dolce Hotels and Resorts	Midland, MI	94.2%	819

Properties from Hilton Grand Vacations occupy the top three placements in the upper upscale segment. At #1 is Tortuga Beach Club Resort, a small property in Sanibel Island, FL with an impressive Global Review Index™ (GRI™) of 97.7%. In the #2 position is Hilton Grand Vacations Club on the Boulevard in Las Vegas, NV with a GRI™ of 96.6%. Close on its heels is Hilton Grand Vacations at Trump International with a GRI™ of 96.5%.

Marriott brands also perform well in the top-25 ranking, with eight Autograph Collection properties placing as well as one property each from the Renaissance, Westin and Delta brands. Embassy Suites, a Hilton brand, occupies three places in the ranking.

UPPER UPSCALE BRAND RANKING

Rank	Brand	Brand Size	Parent Co	GRI	Reviews
1	Hilton Grand Vacations	Medium	Hilton	90.7%	30,100
2	Autograph Collection	Large	Marriott Group	89.7%	77,309
3	Silver Cloud Inns & Hotels	Small	Silver Cloud Inns and Hotels	89.2%	7,585
4	Ace Hotel	Small	Ace Hotel	88.3%	9,524
5	Kimpton Hotels & Restaurants	Small	InterContinental Hotels Group PLC	88.2%	6,436
6	Omni Hotels	Large	Omni Hotels	88.2%	98,517
7	Dolce Hotels and Resorts	Small	Wyndham Hotel Group	87.6%	9,327
8	Hard Rock Hotels	Small	Hard Rock	87.6%	56,737
9	Wyndham Grand	Small	Wyndham Hotel Group	87.4%	22,077
10	Gaylord Hotels	Small	Marriott Group	87.1%	34,446
11	Hyatt Centric	Small	Hyatt Corporation	87.1%	20,947
12	Renaissance Hotels	Large	Marriott Group	87.0%	86,427
13	Hyatt Regency	Large	Hyatt Corporation	86.8%	213,731
14	Westin Hotels and Resorts	Large	Starwood Hotels	86.8%	192,457
15	Le Méridien	Small	Starwood Hotels	86.3%	14,288
16	Curio Collection by Hilton	Medium	Hilton	86.2%	37,950
17	Hotel Indigo	Medium	InterContinental Hotels Group PLC	86.0%	40,713
18	Hyatt	Small	Hyatt Corporation	85.8%	7,352
19	Marriott Conference Centers	Small	Marriott Group	85.8%	3,513
20	Marriott Hotels & Resorts	Large	Marriott Group	85.5%	344,801
21	Joie de Vivre	Small	Joie De Vivre	85.4%	26,151
22	Warwick Hotels and Resorts	Small	Warwick Hotels	85.4%	10,306
23	Delta Hotels by Marriott	Large	Marriott Group	84.9%	35,840
24	Embassy Suites by Hilton	Large	Hilton	84.8%	225,896
25	Hilton Hotels & Resorts	Large	Hilton	84.6%	431,882
26	Club Quarters Hotels	Small	Club Quarters	84.4%	26,889
27	Tribute Portfolio	Small	Starwood Hotels	84.2%	17,941
28	Magnolia	Small	Magnolia Hotels	83.9%	6,187
29	Outrigger	Small	Outrigger Hotels & Resorts	83.1%	15,028
30	Sheraton	Large	Starwood Hotels	83.1%	283,245
31	Millennium Hotels and Resorts	Small	Millennium Hotels and Resorts	80.5%	26,683
Average				86.2%	

In this table brands are ranked by overall reputation as measured by the GRI™. All qualified brands in the upper upscale segment are included, ranked from the best to the worst performers. The average GRI™ for this segment is 86.2%. Upper upscale is a fairly crowded segment, with 31 brands in the rankings. For reference, parent companies at the time of reporting are included in this table, and brands are categorized by size. Small brands have less than 20 properties, medium brands 20 to 49 properties, and large brands 50 or more properties.

At the top of the ranking is Hilton Grand Vacations, a medium-sized brand with a GRI™ of 90.7%. Next is Marriott's Autograph Collection, a large brand with a GRI™ of 89.7%. At #3 is Silver Cloud Inns & Hotels, a small brand with a GRI™ of 89.2%. It's interesting

to note the broad range in rankings of "soft brands" such as Marriott's Autograph Collection, which places #2 on the list, Hilton's Curio Collection, at #16, and Starwood's Tribute Portfolio (now part of Marriott) at #27.

Rank	Brand	GRI	Change
1	Hard Rock Hotels	87.6%	+2.7%
2	Curio Collection by Hilton	86.2%	+2.0%
3	Delta Hotels by Marriott	84.9%	+2.0%
4	Millennium Hotels and Resorts	80.5%	+2.0%
5	Tribute Portfolio	84.2%	+1.7%
6	Joie de Vivre	85.4%	+1.6%
7	Ace Hotel	88.3%	+1.5%
8	Outrigger	83.1%	+1.4%
9	Autograph Collection	89.7%	+1.2%
10	Marriott Hotels & Resorts	85.5%	+1.2%
11	Hotel Indigo	86.0%	+1.1%
12	Westin Hotels and Resorts	86.8%	+1.1%
13	Embassy Suites by Hilton	84.8%	+1.0%
14	Hyatt	85.8%	+1.0%
15	Renaissance Hotels	87.0%	+1.0%
16	Hilton Hotels & Resorts	84.6%	+0.9%
17	Hyatt Regency	86.8%	+0.9%
18	Sheraton	83.1%	+0.9%
19	Gaylord Hotels	87.1%	+0.6%
20	Le Méridien	86.3%	+0.6%
21	Club Quarters Hotels	84.4%	+0.5%
22	Marriott Conference Centers	85.8%	+0.5%
23	Wyndham Grand	87.4%	+0.5%
24	Hilton Grand Vacations	90.7%	+0.4%
25	Hyatt Centric	87.1%	+0.1%
26	Omni Hotels	88.2%	0.0%
27	Silver Cloud Inns & Hotels	89.2%	0.0%
28	Kimpton Hotels & Restaurants	88.2%	-0.2%
29	Dolce Hotels and Resorts	87.6%	-0.3%
30	Warwick Hotels and Resorts	85.4%	-0.8%
31	Magnolia	83.9%	-1.9%
Average		86.2%	+0.8%

UPPER UPSCALE BRAND RANKING BY IMPROVEMENT

The award for most improved brand in the upper upscale segment goes to Hard Rock Hotels with an increase in GRI™ of 2.7% over the previous year. At #2 is Curio Collection by Hilton, having increased by 2.0%, followed by Delta Hotels by Marriott, with a year-over-year improvement of 2.0%.

Overall, brands in this segment improved online reputation by 0.8%. Most brands made only slight improvements, whereas a handful showed slight declines.

UPPER UPSCALE BRAND RANKING BY SERVICE

Rank	Brand	Service Index	Change
1	Silver Cloud Inns & Hotels	91.3%	-1.5%
2	Kimpton Hotels & Restaurants	91.2%	+0.4%
3	Ace Hotel	89.5%	+3.3%
4	Hilton Grand Vacations	89.5%	-0.7%
5	Omni Hotels	89.4%	-1.7%
6	Dolce Hotels and Resorts	88.8%	+0.1%
7	Joie de Vivre	88.6%	+0.6%
8	Hyatt	87.9%	+0.6%
9	Hyatt Centric	87.7%	-0.4%
10	Warwick Hotels and Resorts	87.6%	-1.3%
11	Wyndham Grand	86.6%	+0.2%
12	Delta Hotels by Marriott	86.5%	+0.1%
13	Hyatt Regency	86.2%	-1.4%
14	Magnolia	86.2%	-4.6%
15	Hotel Indigo	86.1%	+1.3%
16	Curio Collection by Hilton	85.9%	-0.6%
17	Club Quarters Hotels	85.5%	-1.3%
18	Le Méridien	85.4%	-0.6%
19	Marriott Hotels & Resorts	85.4%	-0.6%
20	Hard Rock Hotels	85.3%	+0.6%
21	Renaissance Hotels	85.1%	-1.6%
22	Westin Hotels and Resorts	85.1%	-0.6%
23	Hilton Hotels & Resorts	84.8%	-0.7%
24	Embassy Suites by Hilton	84.7%	-0.9%
25	Marriott Conference Centers	84.3%	-1.4%
26	Sheraton	82.6%	0.0%
27	Tribute Portfolio	81.5%	-2.1%
28	Millennium Hotels and Resorts	80.0%	+0.9%
29	Outrigger	79.9%	-0.5%
Average		86.2%	-0.5%

Note that review volume varies by brand and is significantly lower in the department indexes (Service, Value, Rooms and Cleanliness) than in the overall rankings by Global Review Index™. Of the review sources included in the GRI™ calculation, only TripAdvisor and Ctrip publish departmental ratings. Fewer brands are listed in department index tables because some brands did not meet the minimum threshold of 100 reviews per index.

The top three spots in the service index are occupied by small brands: Silver Cloud Inns & Hotels (91.3%), Kimpton Hotels & Restaurants (91.2%) and Ace Hotel (89.5%). On average, the service index decreased by 0.5% to 86.2%.

UPPER UPSCALE BRAND RANKING BY VALUE

Rank	Brand	Value Index	Change
1	Hilton Grand Vacations	85.5%	-0.2%
2	Silver Cloud Inns & Hotels	84.1%	-2.3%
3	Kimpton Hotels & Restaurants	83.6%	-0.3%
4	Dolce Hotels and Resorts	82.9%	-0.9%
5	Club Quarters Hotels	82.3%	-1.1%
6	Magnolia	82.2%	-5.1%
7	Omni Hotels	82.2%	-2.0%
8	Warwick Hotels and Resorts	82.2%	-1.0%
9	Hard Rock Hotels	82.0%	+3.6%
10	Autograph Collection	81.5%	-0.6%
11	Joie de Vivre	81.5%	-0.4%
12	Hyatt Centric	81.3%	+0.1%
13	Embassy Suites by Hilton	80.8%	-0.6%
14	Hotel Indigo	80.7%	-0.5%
15	Curio Collection by Hilton	79.7%	-0.4%
16	Le Méridien	79.7%	+2.0%
17	Hyatt Regency	79.5%	-1.2%
18	Ace Hotel	79.4%	+1.6%
19	Hilton Hotels & Resorts	79.0%	-0.6%
20	Hyatt	79.0%	-1.5%
21	Tribute Portfolio	78.9%	+0.8%
22	Outrigger	78.3%	-1.4%
23	Renaissance Hotels	78.2%	+0.2%
24	Delta Hotels by Marriott	78.1%	-0.3%
25	Westin Hotels and Resorts	78.1%	-0.5%
26	Marriott Hotels & Resorts	78.0%	+0.1%
27	Sheraton	76.7%	+0.6%
28	Millennium Hotels and Resorts	75.4%	+3.7%
29	Gaylord Hotels	66.7%	-1.1%
Average		79.9%	-0.3%

The average value index decreased by 0.3% in 2017/18 to 79.9%. Of the top-ranking brands, first place goes to Hilton Grand Vacations with an index of 85.5%. Ranking #2 is Silver Cloud Inns & Hotels at 84.1%, followed by Kimpton Hotels & Restaurants at 83.6%.

Only one Marriott brand, Autograph Collection, made the top-ten value rankings, whereas several Marriott brands occupy the lower rankings. At the bottom, Gaylord Hotels' value score is almost eight percentage points below the next-lowest brand.

UPPER UPSCALE BRAND RANKING BY ROOMS

Rank	Brand	Room Index	Change
1	Hilton Grand Vacations	90.0%	-0.5%
2	Silver Cloud Inns & Hotels	88.4%	-2.5%
3	Hard Rock Hotels	87.6%	+2.3%
4	Kimpton Hotels & Restaurants	87.3%	-0.7%
5	Warwick Hotels and Resorts	87.3%	+1.2%
6	Autograph Collection	87.1%	-1.0%
7	Omni Hotels	86.8%	-2.3%
8	Hyatt Centric	86.5%	-0.7%
9	Wyndham Grand	86.1%	+1.1%
10	Dolce Hotels and Resorts	85.8%	-0.6%
11	Curio Collection by Hilton	85.7%	+0.3%
12	Hotel Indigo	85.2%	+1.5%
13	Westin Hotels and Resorts	85.1%	-0.1%
14	Hyatt	84.5%	-0.2%
15	Le Méridien	84.5%	0.0%
16	Joie de Vivre	84.3%	+0.7%
17	Embassy Suites by Hilton	84.2%	-0.5%
18	Hyatt Regency	84.1%	-1.2%
19	Magnolia	83.8%	-4.7%
20	Hilton Hotels & Resorts	83.5%	-0.6%
21	Ace Hotel	83.2%	+1.6%
22	Tribute Portfolio	83.2%	-0.4%
23	Renaissance Hotels	83.1%	-1.6%
24	Delta Hotels by Marriott	82.6%	+2.2%
25	Marriott Hotels & Resorts	81.9%	+0.1%
26	Club Quarters Hotels	80.3%	-1.0%
27	Gaylord Hotels	79.7%	-0.4%
28	Outrigger	79.5%	+0.2%
29	Sheraton	79.2%	-0.3%
Average		84.5%	-0.3%

Again, Hilton Grand Vacations occupies the #1 position, with a room index of 90.0%. At #2 is Silver Cloud Inns & Hotels (88.4%), followed by Hard Rock Hotels (87.6%). The average rooms index fell by 0.3% in 2017/18 to 84.5%.

UPPER UPSCALE BRAND RANKING BY CLEANLINESS

Rank	Brand	Cleanliness Index	Change
1	Kimpton Hotels & Restaurants	94.0%	+1.6%
2	Silver Cloud Inns & Hotels	93.4%	-1.4%
3	Hilton Grand Vacations	91.8%	-0.2%
4	Autograph Collection	91.3%	-0.5%
5	Warwick Hotels and Resorts	91.2%	+0.8%
6	Hyatt Centric	90.1%	+0.5%
7	Dolce Hotels and Resorts	90.0%	+0.1%
8	Hotel Indigo	90.0%	+1.5%
9	Omni Hotels	89.9%	-1.8%
10	Joie de Vivre	89.3%	+0.6%
11	Wyndham Grand	89.2%	+0.2%
12	Westin Hotels and Resorts	88.7%	-0.5%
13	Magnolia	88.6%	-3.4%
14	Renaissance Hotels	88.6%	-1.2%
15	Curio Collection by Hilton	88.3%	-0.1%
16	Delta Hotels by Marriott	88.1%	+1.4%
17	Club Quarters Hotels	87.6%	-1.2%
18	Hard Rock Hotels	87.6%	+0.1%
19	Hyatt Regency	87.6%	-1.1%
20	Marriott Hotels & Resorts	87.6%	-0.3%
21	Hyatt	87.5%	-1.4%
22	Le Méridien	87.3%	-2.0%
23	Hilton Hotels & Resorts	87.1%	-0.5%
24	Tribute Portfolio	85.7%	-1.5%
25	Gaylord Hotels	85.6%	-1.0%
26	Sheraton	85.0%	0.0%
27	Embassy Suites by Hilton	84.8%	-0.7%
28	Outrigger	83.1%	-1.9%
29	Millennium Hotels and Resorts	81.5%	+1.4%
Average		88.3%	-0.4%

Occupying the top position in the cleanliness ranking is Kimpton Hotels & Restaurants with a score of 94.0%. At #2 is Silver Cloud Inns & Hotels with an index of 93.4%, followed by Hilton Grand Vacations at 91.8%. The average index shrank by 0.4% over the previous year to 88.3%.

REVIEW SOURCES: UPPER UPSCALE BRANDS

Review Source	Reviews	% of Total	Change (%)	Source Index
Google	829,915	35.8%	+97.8%	87.4%
Booking.com	477,809	20.6%	+16.6%	85.0%
TripAdvisor	411,835	17.8%	-19.0%	81.3%
Hotels.com	190,338	8.2%	+2.1%	86.1%
Facebook	125,350	5.4%	+23.9%	86.6%
Expedia	122,748	5.3%	+32.0%	82.7%
Priceline	77,241	3.3%	+11.7%	81.5%
Yelp	50,984	2.2%	+10.6%	62.9%
Ctrip	13,426	0.6%	+48.6%	91.4%
Orbitz	9,183	0.4%	+21.7%	81.4%

Google generated the most reviews in this segment, growing by 97.8% over the previous year and representing over one-third of total review volume. Booking.com also grew in volume, though more moderately at +16.6%.

Facebook, Expedia and Ctrip also grew substantially in review volume, whereas TripAdvisor decreased by 19.0%. Reviews posted on Google and Ctrip have the highest ratings, whereas reviews posted to TripAdvisor, Yelp and Orbitz have the lowest ratings.

COUNTRY INDEXES: UPPER UPSCALE BRANDS

Country	Reviews	% of Total	Change (%)	Country Index
United States	802,140	71.2%	+5.5%	83.5%
Canada	69,664	6.2%	+2.2%	83.5%
United Kingdom	32,525	2.9%	-6.3%	82.1%
Germany	19,150	1.7%	+8.8%	81.5%
Australia	15,733	1.4%	+7.3%	83.5%
Japan	14,211	1.3%	+22.0%	78.6%
Spain	13,798	1.2%	+28.0%	83.3%
Brazil	13,553	1.2%	+9.3%	84.3%
France	11,067	1.0%	-0.9%	79.3%
China	10,002	0.9%	+4.0%	82.5%

As expected, the vast majority of reviews in this region came from US and Canadian travelers. Review scores are relatively consistent across countries in this segment, with the lowest ratings coming from travelers from Japan and France. The highest ratings came from Brazil, the US, Canada and Australia.

Review Sentiment	Management Response Ratio
All	36.1%
Positive	35.0%
Neutral	39.6%
Negative	42.4%

Review Source	Management Response Ratio
TripAdvisor	64.5%
Facebook	35.8%
Expedia	31.2%
Travelocity	28.5%
Hotels.com	25.7%
Google	19.0%
Booking.com	17.0%
Yelp	9.3%
Holidaycheck	1.8%
Agoda	0.7%
Ctrip	0.2%

MANAGEMENT RESPONSE RATES FOR UPPER UPSCALE BRANDS

Hotels in the upper upscale segment responded to an average of 36.1% of responsible reviews in 2017/18. There was a significantly higher response rate for negative reviews (42.4%) than for positive reviews (35.0%).

TripAdvisor received by far the highest ratio of review responses. As we climb the chain scales, we see a trend of decreasing management response ratios on Google and Booking.com and increasing response ratios on Facebook.

SEMANTIC MENTIONS FOR UPPER UPSCALE BRANDS

Semantic Category	Mentions	Positive (%)	Negative (%)
Location	68,675	91.5%	8.5%
Staff	369,831	85.6%	14.4%
Ambience	86,397	83.0%	17.0%
Hotel	1,064,592	78.2%	21.8%
Service	203,681	75.1%	24.9%
Food and Drinks	627,848	74.4%	25.6%
Cleanliness	393,445	73.5%	26.5%
Bed	173,530	73.1%	26.9%
Entertainment	27,851	71.6%	28.4%
Reception	146,770	70.7%	29.3%
Decoration	56,492	64.3%	35.7%
Security	19,819	62.9%	37.1%
Room	918,911	62.4%	37.6%
Facilities	441,646	59.8%	40.2%
Spa	22,510	53.6%	46.4%
Technology	23,795	52.6%	47.4%
Bathroom	126,009	46.6%	53.4%
Internet	48,229	45.2%	54.8%
Value	190,279	44.6%	55.4%

As with the other segments, location, staff and ambience received the highest proportion of positive reviews. Whereas bathrooms received the most negative mentions in the lower segments, in the upper upscale and luxury segments value received the most negative mentions.



Wailea Beach Villas in Wailea, HI

■ LUXURY BRANDS

OVERVIEW

At the top of the chain scales is the luxury segment, where room rates are high and so are guest expectations. While there can be vast differences among luxury hotels and brands, luxury properties are generally known to provide the highest standards of service, guest rooms, amenities and facilities in a destination.

How well do luxury brands deliver on guest expectations?

In the following tables, we rank performance in the luxury segment by overall reputation, service, value, rooms and cleanliness. We reveal the best and worst performers and compare year-over-year performance. We also look at review sources, countries indexes, response rates and semantic mentions. Data is based on reviews posted between April 1, 2017 and March 31, 2018, and changes are based on the previous year.

TOP 25 BRANDED LUXURY HOTELS

Rank	Name	Brand	Location	GRI	Reviews
1	Wailea Beach Villas Resort	Destination Hotels	Wailea, HI	98.0%	158
2	Rizzo Center	Destination Hotels	Chapel Hill, NC	96.6%	600
3	Rosewood CordeValle	Rosewood	San Martin, CA	96.6%	132
4	The Ritz Carlton Club, Vail	The Ritz-Carlton	Vail, CO	96.6%	154
5	Las Alcobas, A Luxury Collection Hotel, Napa Valley	The Luxury Collection	St. Helena, CA	96.3%	292
6	Viceroy Chicago	Viceroy	Chicago, IL	96.3%	558
7	Fairmont Pacific Rim	Fairmont	Vancouver, BC	96.1%	2,535
9	The Phoenician, A Luxury Collection Resort, Scottsdale	The Luxury Collection	Scottsdale, AZ	95.9%	383
10	Four Seasons Resort Orlando at Walt Disney World® Resort	Four Seasons	Lake Buena Vista, FL	95.8%	1,874
11	The Gant, Aspen	Destination Hotels	Aspen, CO	95.6%	361
12	Four Seasons Hotel Chicago	Four Seasons	Chicago, IL	95.5%	1,330
13	JW Marriott Phoenix Desert Ridge Resort & Spa	JW Marriott	Phoenix, AZ	95.5%	2,885
14	Montage Laguna Beach	Montage	Laguna Beach, CA	95.5%	1,747
15	Cavalry Court	Valencia Group	College Station, TX	95.4%	499
16	Four Seasons Hotel New York Downtown	Four Seasons	New York, NY	95.4%	887
17	Four Seasons Hotel Las Vegas	Four Seasons	Las Vegas, NV	95.3%	1,674
18	Fairmont Grand Del Mar	Fairmont	San Diego, CA	95.1%	897
19	Four Seasons Hotel at The Surf Club, Surfside, Florida	Four Seasons	Surfside, FL	95.1%	350
20	The Ritz-Carlton, Dallas	The Ritz-Carlton	Dallas, TX	95.1%	850
21	JW Marriott Austin	JW Marriott	Austin, TX	95.0%	3,285
22	Four Seasons Resort Maui At Wailea	Four Seasons	Wailea, HI	94.9%	2,015
23	Montage Kapalua Bay	Montage	Lahaina, HI	94.9%	499
24	Four Seasons Hotel Washington, DC	Four Seasons	Washington, DC	94.7%	477
25	The Carolina Inn, A Destination Hotel	Destination Hotels	Chapel Hill, NC	94.7%	841

The bar is set extremely high in the luxury segment, with all top 25 branded properties achieving a Global Review Index™ (GRI™) of at least 94.7% and only fractions in GRI™ scores separating brands. At the top of the list, with an almost-perfect GRI™ of 98.0%, is Destination Hotels' Wailea Beach Villas in Wailea, HI. The #2-ranked hotel is Rizzo Center in Chapel Hill, NC, also part of Destination Hotels, with a GRI™ of 96.6%. In third place is Rosewood CordeValle in San Martin, CA with a GRI™ of 96.6%.

Seven Four Seasons properties make the top-25 rankings, along with six properties from Marriott and four properties from Destination Hotels.

LUXURY BRAND RANKING

Rank	Brand	Brand Size	Parent Co	GRI	Reviews
1	Four Seasons	Medium	Four Seasons	93.6%	32,661
2	Montage	Small	Montage Hotels	93.2%	3,640
3	Mandarin Oriental	Small	Mandarin Oriental	92.6%	6,696
4	Rosewood	Small	Rosewood Hotels	92.4%	3,831
5	21c Museum Hotels	Small	21c	91.9%	6,704
6	St Regis Hotels & Resorts	Small	Starwood Hotels	91.9%	6,718
7	The Ritz-Carlton	Medium	Marriott Group	91.8%	61,931
8	Valencia Group	Small	Valencia Group	91.6%	4,501
9	Thompson Hotels	Small	Thompson Hotels	91.5%	8,980
10	AKA	Small	Aka	91.4%	3,745
11	Loews Hotels	Medium	Loews Hotels	91.4%	67,605
12	Sofitel	Small	Accor	91.3%	13,476
13	RockResorts	Small	RockResorts	91.0%	1,398
14	Fairmont	Medium	Fairmont	90.8%	84,738
15	Andaz	Small	Hyatt Corporation	90.7%	11,471
16	Grand Hyatt	Small	Hyatt Corporation	90.7%	35,483
17	InterContinental	Medium	InterContinental Hotels Group PLC	90.3%	120,098
18	The Luxury Collection	Small	Starwood Hotels	90.2%	19,905
19	Conrad Hotels & Resorts	Small	Hilton	90.1%	8,332
20	JW Marriott	Medium	Marriott Group	89.9%	45,820
21	Waldorf Astoria Hotels & Resorts	Small	Hilton	88.7%	22,913
22	Destination Hotels	Medium	Lowe Hospitality Group	88.5%	34,710
23	Trump Hotels	Small	Trump	88.0%	17,924
24	Viceroy	Small	Viceroy	86.2%	8,709
25	W Hotels	Medium	Starwood Hotels	85.1%	37,683
26	SIXTY Hotels	Small	Sixty	81.8%	6,117
Average				90.3%	

In this table brands are ranked by overall reputation as measured by the GRI™. All qualified brands in the luxury segment are included, ranked from the best performers to the worst performers. The average GRI™ for this segment is an impressive 90.3%.

For reference, parent companies at the time of reporting are included in this table, and brands are categorized by size. Small brands have less than 20 properties, medium brands have from 20 to 49 properties, and large brands have 50 or more properties.

At the top of brand rankings is Four Seasons, with a GRI™ of 93.6%. At #2 is Montage (93.2%), followed by Mandarin Oriental (92.6%). Of the top-10 brands, all are small brands except Four Seasons and The Ritz-Carlton, both medium-sized brands. No large brands are ranked in the luxury segment.

LUXURY BRAND RANKING BY IMPROVEMENT

Rank	Brand	GRI	Change
1	Valencia Group	91.6%	+2.9%
2	AKA	91.4%	+1.3%
3	JW Marriott	89.9%	+1.3%
4	The Luxury Collection	90.2%	+1.2%
5	Sofitel	91.3%	+1.1%
6	The Ritz-Carlton	91.8%	+1.1%
7	Trump Hotels	88.0%	+1.1%
8	W Hotels	85.1%	+1.1%
9	Rosewood	92.4%	+0.9%
10	Fairmont	90.8%	+0.8%
11	Andaz	90.7%	+0.7%
12	Four Seasons	93.6%	+0.6%
13	InterContinental	90.3%	+0.6%
14	Grand Hyatt	90.7%	+0.5%
15	Loews Hotels	91.4%	+0.4%
16	Thompson Hotels	91.5%	+0.3%
17	Montage	93.2%	+0.2%
18	Waldorf Astoria Hotels & Resorts	88.7%	+0.1%
19	Mandarin Oriental	92.6%	-0.1%
20	Destination Hotels	88.5%	-0.2%
21	Conrad Hotels & Resorts	90.1%	-0.4%
22	Viceroy	86.2%	-0.6%
23	RockResorts	91.0%	-0.7%
24	21c Museum Hotels	91.9%	-0.9%
25	St Regis Hotels & Resorts	91.9%	-1.0%
26	SIXTY Hotels	81.8%	-1.3%
Average		90.3%	+0.4%

The most-improved brand is Valencia Group, with an increase in GRI™ of 2.9% over the previous year. At #2 is AKA, with an increase of 1.3%, followed by JW Marriott, also up 1.3%. On average, luxury brands improved their GRI™ by 0.4%. This is the lowest increase of all segments, but with such high scores there is less room for improvement.

LUXURY BRAND RANKING BY SERVICE

Rank	Brand	Service Index	Change
1	Four Seasons	94.6%	+0.4%
2	Mandarin Oriental	93.4%	-0.6%
3	Rosewood	92.9%	+0.8%
4	Trump Hotels	92.9%	+1.3%
5	Thompson Hotels	92.5%	-0.1%
6	The Ritz-Carlton	92.2%	0.0%
7	Montage	92.1%	-1.7%
8	Loews Hotels	91.5%	+0.5%
9	21c Museum Hotels	91.4%	-1.4%
10	Valencia Group	91.4%	-0.6%
11	AKA	91.3%	+3.0%
12	Fairmont	91.2%	-0.2%
13	RockResorts	90.7%	-0.9%
14	St Regis Hotels & Resorts	90.5%	-2.8%
15	InterContinental	90.4%	+0.2%
16	Andaz	90.1%	-1.2%
17	Sofitel	90.1%	-0.6%
18	Grand Hyatt	89.9%	-0.8%
19	The Luxury Collection	89.2%	-0.3%
20	Conrad Hotels & Resorts	89.1%	-2.6%
21	JW Marriott	88.7%	0.0%
22	Destination Hotels	87.9%	-1.4%
23	Viceroy	87.4%	-0.6%
24	Waldorf Astoria Hotels & Resorts	87.3%	-1.3%
25	SIXTY Hotels	86.3%	-1.7%
26	W Hotels	84.9%	-0.5%
	Average	90.4%	-0.5%

Note that review volume varies by brand and is significantly lower in the department indexes (Service, Value, Rooms and Cleanliness) than in the overall rankings by Global Review Index™. Of the review sources included in the GRI™ calculation, only TripAdvisor and Ctrip publish departmental ratings. Fewer brands are listed in department index tables because some brands did not meet the minimum threshold of 100 reviews per index.

Four Seasons tops the list of luxury brands ranked by service index, with a score of 94.6%. Next is Mandarin Oriental with an index of 93.4%, followed by Rosewood at 92.9%. The average service score in this segment decreased by 0.5% from the previous year.

LUXURY BRAND RANKING BY VALUE

Rank	Brand	Value Index	Change
1	Trump Hotels	88.4%	+1.2%
2	Four Seasons	87.1%	+3.1%
3	Valencia Group	86.1%	+1.9%
4	Mandarin Oriental	85.9%	-0.7%
5	Thompson Hotels	85.7%	+0.3%
6	Rosewood	85.0%	+1.6%
7	21c Museum Hotels	84.8%	+0.5%
8	Loews Hotels	84.8%	-0.1%
9	Montage	84.7%	+0.7%
10	The Ritz-Carlton	84.2%	+2.4%
11	InterContinental	83.9%	+1.0%
12	Conrad Hotels & Resorts	83.5%	-2.8%
13	Andaz	83.3%	-1.1%
14	Sofitel	83.2%	+1.3%
15	Grand Hyatt	82.4%	-0.8%
16	The Luxury Collection	82.3%	+1.7%
17	Destination Hotels	81.3%	-1.3%
18	Fairmont	81.0%	-0.8%
19	Viceroy	80.1%	+0.3%
20	JW Marriott	79.7%	+0.4%
21	St Regis Hotels & Resorts	79.7%	-1.1%
22	SIXTY Hotels	78.9%	-1.6%
23	Waldorf Astoria Hotels & Resorts	78.5%	-1.0%
24	W Hotels	76.3%	-0.2%
	Average	83.0%	+0.2%

Ranking #1 in value among luxury brands is Trump Hotels, with an index of 88.4%. At #2 is Four Seasons with 87.1%, followed by Valencia Group with 86.1%. The average value index in the luxury segment is 83.0%, a slight improvement over the previous year.

LUXURY BRAND RANKING BY ROOMS

Rank	Brand	Room Index	Change
1	Montage	95.6%	+0.9%
2	Mandarin Oriental	94.7%	+0.4%
3	Trump Hotels	94.7%	+1.5%
4	Four Seasons	94.4%	+1.1%
5	21c Museum Hotels	92.8%	-1.0%
6	Valencia Group	92.8%	-0.3%
7	The Ritz-Carlton	92.0%	+0.6%
8	St Regis Hotels & Resorts	91.9%	-1.7%
9	Thompson Hotels	91.5%	+0.2%
10	Conrad Hotels & Resorts	91.2%	-1.7%
11	Rosewood	91.2%	-2.3%
12	Loews Hotels	91.0%	-0.4%
13	Andaz	89.6%	-0.9%
14	Sofitel	88.3%	-0.3%
15	Fairmont	88.2%	-0.6%
16	The Luxury Collection	88.2%	+0.3%
17	Grand Hyatt	88.0%	-2.4%
18	Destination Hotels	87.3%	-0.8%
19	JW Marriott	86.9%	-0.8%
20	InterContinental	86.5%	-0.7%
21	Waldorf Astoria Hotels & Resorts	86.3%	-1.0%
22	Viceroy	84.7%	-1.6%
23	SIXTY Hotels	83.8%	+1.3%
24	W Hotels	82.9%	-1.4%
	Average	89.8%	-0.5%

The #1 brand by rooms is Montage with an index of 95.6%. At #2 is Mandarin Oriental with an index of 94.7%, followed by Trump Hotels with an index of 94.7%. The average rooms index is 89.8%, a decrease of 0.5% from the previous year.

LUXURY BRAND RANKING BY CLEANLINESS

Rank	Brand	Cleanliness Index	Change
1	Montage	97.1%	+0.5%
2	Four Seasons	96.7%	+0.6%
3	Mandarin Oriental	96.1%	+0.2%
4	Trump Hotels	95.4%	+0.1%
5	21c Museum Hotels	95.3%	-1.5%
6	Rosewood	94.6%	-0.5%
7	St Regis Hotels & Resorts	94.5%	-1.7%
8	The Ritz-Carlton	94.5%	-0.1%
9	Valencia Group	94.1%	-1.1%
10	Thompson Hotels	93.9%	-0.6%
11	InterContinental	93.6%	-0.1%
12	Loews Hotels	93.2%	-0.6%
13	The Luxury Collection	93.2%	+0.3%
14	Conrad Hotels & Resorts	92.9%	-1.8%
15	Andaz	92.7%	-0.7%
16	Fairmont	92.6%	-0.7%
17	AKA	92.5%	+4.0%
18	Sofitel	91.8%	-1.5%
19	JW Marriott	91.6%	-0.2%
20	Grand Hyatt	91.3%	-0.7%
21	Viceroy	90.8%	-0.7%
22	Destination Hotels	90.6%	-0.6%
23	Waldorf Astoria Hotels & Resorts	89.5%	-1.0%
24	SIXTY Hotels	88.6%	-0.4%
25	W Hotels	87.6%	-1.2%
Average		93.0%	-0.4%

Standards of cleanliness are extremely high in the luxury segment, with the top-ranking brand, Montage, achieving a score of 97.1%. At #2 is Four Seasons with an index of 96.7%, followed by Mandarin Oriental with 96.1%. The average cleanliness index this year is 93.0%, a decrease of 0.4% over the previous year.

REVIEW SOURCES: LUXURY BRANDS

Review Source	Reviews	% of Total	Change (%)	Source Index
Google	204,572	31.6%	+117.8%	91.1%
TripAdvisor	145,110	22.4%	-11.0%	88.0%
Booking.com	108,444	16.8%	+13.8%	88.1%
Facebook	69,249	10.7%	+37.8%	92.5%
Hotels.com	34,574	5.3%	+7.3%	90.3%
Expedia	30,773	4.8%	+36.7%	88.1%
Yelp	19,134	3.0%	+28.4%	73.2%
Ctrip	17,088	2.6%	-9.7%	93.0%
Priceline	7,665	1.2%	+7.3%	85.5%
Orbitz	2,332	0.4%	+26.0%	87.8%

As with the other upper segments, of the top ten review sources Google generated the most reviews this year, growing in volume by 117.8% over the previous year. Whereas Booking.com ranked first or second in review volume in all other segments, it ranks third in the luxury segment, growing by 13.8%.

Despite shrinking its volume by 11.0%, TripAdvisor ranks as the #2 source of reviews in the luxury segment. Facebook increased review volume by 37.8%, generating 10.7% of total reviews, a higher proportion than any other segment.

COUNTRY INDEXES: LUXURY BRANDS

Country	Reviews	% of Total	Change (%)	Country Index
United States	176,968	59.8%	+6.3%	88.1%
Canada	23,959	8.1%	+7.7%	88.1%
United Kingdom	15,771	5.3%	-4.5%	86.1%
Brazil	6,162	2.1%	+12.0%	88.3%
China	5,974	2.0%	-1.9%	85.0%
Australia	5,463	1.8%	+1.7%	88.4%
Germany	5,382	1.8%	+7.7%	87.2%
France	4,708	1.6%	-1.8%	84.7%
Spain	3,949	1.3%	+22.6%	87.8%
Japan	3,889	1.3%	+8.6%	83.7%

As expected, of the top ten countries by review volume, the US and Canada generated the most reviews. Review scores are consistently high across countries in this segment, with travelers from Australia and Brazil giving the highest ratings and travelers from Japan giving the lowest ratings.

Review Sentiment	Management Response Ratio
All	39.3%
Positive	39.1%
Neutral	41.4%
Negative	41.7%

Review Source	Management Response Ratio
TripAdvisor	65.5%
Facebook	42.0%
eLong	37.3%
Expedia	36.5%
Hotels.com	31.8%
Booking.com	24.6%
Google	21.1%
Yelp	9.5%
Dianping	6.3%
Ctrip	5.6%
Qunar	0.0%

MANAGEMENT RESPONSE RATES FOR LUXURY BRANDS

The overall management response rate for luxury brands is 39.3% of respondable reviews, higher than any other segment, with slightly more negative reviews receiving a response than positive reviews.

The bottom table lists sources that generated at least 1,000 respondable reviews within the chain scale over the date range and ranks them by percentage of review responses.

SEMANTIC MENTIONS FOR LUXURY BRANDS

Semantic Category	Mentions	Positive (%)	Negative (%)
Location	22,067	90.3%	9.7%
Staff	102,671	84.2%	15.8%
Ambience	29,696	82.9%	17.1%
Hotel	360,809	80.5%	19.5%
Service	90,970	77.7%	22.3%
Bed	40,605	75.1%	24.9%
Food and Drinks	190,612	74.9%	25.1%
Reception	42,088	73.4%	26.6%
Cleanliness	78,245	72.1%	27.9%
Decoration	23,097	71.7%	28.3%
Room	242,286	66.7%	33.3%
Spa	12,724	66.2%	33.8%
Facilities	114,504	65.8%	34.2%
Bathroom	36,922	61.3%	38.7%
Value	57,478	38.2%	61.8%

In the luxury segment the top semantic mentions show a similar pattern to the other segments, with location, staff and ambience receiving the most positive mentions. As with the upper upscale segment, value received the highest proportion of negative comments - not surprising considering that rates are the highest. As with the other segments, bathrooms also received a high proportion of negative comments.

INDEX OF BRANDS

Parent Company Name	Brand Name	STR Chain Scale	Size Classification
21c	21c Museum Hotels	Luxury	Small
Victory Hotels International	A Victory Hotels	Midscale	Small
Marriott International	AC Hotels	Upscale	Medium
Ace Hotel Group	Ace Hotel	Upper Upscale	Small
Affordable Suites of America	Affordable Suites of America	Economy	Small
AKA	AKA	Luxury	Small
Marriott International	Aloft Hotels	Upscale	Large
Red Lion Hotels Corporation	America's Best Inns & Suites	Economy	Medium
Red Lion Hotels Company	Americas Best Value Inn	Economy	Large
Wyndham Worldwide	AmericInn	Midscale	Large
Hyatt Hotels Corporation	Andaz	Luxury	Small
Aqua Hospitality	Aqua Hotels & Resorts	Upper Midscale	Small
Choice Hotels International	Ascend Hotel Collection	Upscale	Large
Aqua-Aston Hospitality	Aston Hotels & Resorts	Upscale	Medium
Marriott International	Autograph Collection	Upper Upscale	Large
Ayres Hotels	Ayres Hotels	Upper Midscale	Medium
Wyndham Worldwide	Baymont Inn & Suites	Midscale	Large
Best Western Hotels & Resorts	Best Western	Midscale	Large
Best Western Hotels & Resorts	Best Western Plus	Upper Midscale	Large
Best Western Hotels & Resorts	Best Western Premier	Upscale	Medium
Cobblestone Hotels	Boarders Inn and Suites	Upper Midscale	Small
Budget Host	Budget Host	Economy	Large
Best Management Group	Budget Suites	Economy	Small
Hospitality Lodging Systems	Budgetel	Economy	Small
Best Western Hotels & Resorts	BW Premier Collection	Upscale	Medium
Choice Hotels International	Cambria Hotels	Upscale	Medium
Canad Inns	Canad Inns	Upscale	Small
Intercontinental Hotels Group	Candlewood Suites	Midscale	Large
Centerstone Inns, Hotels and Plaza Hotels	Centerstone	Upper Midscale	Small
Choice Hotels International	Clarion	Upper Midscale	Large
Club Quarters Hotels	Club Quarters Hotels	Upper Upscale	Small
ClubHouse	ClubHouse	Midscale	Small
APA Group	Coast Hotels	Upscale	Medium
Cobblestone Hotels	Cobblestone Hotels	Upper Midscale	Medium
Cobblestone Hotels	Cobblestone Inn and Suites	Upper Midscale	Medium
Choice Hotels International	Comfort Inn	Upper Midscale	Large
Choice Hotels International	Comfort Suites	Upper Midscale	Large
Hilton Worldwide	Conrad Hotels & Resorts	Luxury	Small
Red Lion Hotels Corporation	Country Hearth Inns & Suites	Economy	Medium
Carlson Hospitality Company	Country Inn & Suites	Upper Midscale	Large
Marriott International	Courtyard by Marriott	Upscale	Large
Intercontinental Hotels Group	Crowne Plaza	Upscale	Large

Parent Company Name	Brand Name	STR Chain Scale	Size Classification
Crystal Inn Hotel & Suites	Crystal Inn Hotels & Suites	Midscale	Small
Hilton Worldwide	Curio Collection by Hilton	Upper Upscale	Medium
Wyndham Worldwide	Days Inn	Economy	Large
Marriott International	Delta Hotels by Marriott	Upper Upscale	Large
Two Roads Hospitality	Destination Hotels	Luxury	Medium
Disney Hotels	Disney Hotels	Upscale	Medium
Wyndham Worldwide	Dolce Hotels and Resorts	Upper Upscale	Small
Hilton Worldwide	DoubleTree by Hilton	Upscale	Large
Drury Hotels	Drury Inn	Upper Midscale	Small
Drury Hotels	Drury Inn & Suites	Upper Midscale	Large
Drury Hotels	Drury Plaza Hotel	Upper Midscale	Small
E-Z 8	E-Z 8	Economy	Small
Choice Hotels International	Econo Lodge	Economy	Large
Marriott International	Element	Upscale	Medium
Hilton Worldwide	Embassy Suites by Hilton	Upper Upscale	Large
Intercontinental Hotels Group	EVEN Hotels	Upscale	Small
Extended Stay Hotels	Extended Stay America	Economy	Large
FairBridge Hotels International	FairBridge Inn & Suites	Midscale	Small
Marriott International	Fairfield Inn & Suites	Upper Midscale	Large
Accor Company	Fairmont	Luxury	Medium
Marriott International	Four Points	Upscale	Large
Four Seasons Hotels & Resorts	Four Seasons	Luxury	Medium
Marriott International	Gaylord Hotels	Upper Upscale	Small
Good Nite Inn	Good Nite Inn	Economy	Small
AJ Capital Partners	Graduate Hotels	Upscale	Small
Grand America Hotels & Resorts	Grand America Hotels & Resorts	Upscale	Small
Hyatt Hotels Corporation	Grand Hyatt	Luxury	Small
GrandStay Hospitality	GrandStay Hotels	Upper Midscale	Medium
GrandStay Hospitality	GrandStay Residential Suites Hotel	Midscale	Small
Great Wolf Lodge	Great Wolf Lodge	Upscale	Small
Red Lion Hotels Corporation	GuestHouse	Midscale	Medium
Hilton Worldwide	Hampton by Hilton	Upper Midscale	Large
Hard Rock	Hard Rock Hotels	Upper Upscale	Small
Wyndham Worldwide	Hawthorn Suites by Wyndham	Midscale	Large
Hilton Worldwide	Hilton Garden Inn	Upscale	Large
Hilton Worldwide	Hilton Grand Vacations	Upper Upscale	Medium
Hilton Worldwide	Hilton Hotels & Resorts	Upper Upscale	Large
Intercontinental Hotels Group	Holiday Inn	Upper Midscale	Large
Intercontinental Hotels Group	Holiday Inn Express	Upper Midscale	Large
Hilton Worldwide	Home2 Suites by Hilton	Upper Midscale	Large
Crossland Economy Studios	HomeTowne Suites	Economy	Small
Hilton Worldwide	Homewood Suites by Hilton	Upscale	Large
Intercontinental Hotels Group	Hotel Indigo	Upper Upscale	Medium

Parent Company Name	Brand Name	STR Chain Scale	Size Classification
Intercontinental Hotels Group	Hotel Indigo	Upper Upscale	Medium
Wyndham Worldwide	Howard Johnson	Upper Midscale	Large
Hyatt Hotels Corporation	Hyatt	Upper Upscale	Small
Hyatt Hotels Corporation	Hyatt Centric	Upper Upscale	Small
Hyatt Hotels Corporation	Hyatt House	Upscale	Large
Hyatt Hotels Corporation	Hyatt Place	Upscale	Large
Hyatt Hotels Corporation	Hyatt Regency	Upper Upscale	Large
InterContinental Hotels Group	InterContinental	Luxury	Medium
InTown Suites	InTown Suites	Economy	Large
Red Lion Hotels Company	Jameson Inn	Economy	Small
Two Roads Hospitality	Joie de Vivre	Upper Upscale	Small
Marriott International	JW Marriott	Luxury	Medium
Key West Inns, Hotels and Resorts	Key West Inns	Economy	Medium
InterContinental Hotels Group	Kimpton Hotels & Restaurants	Upper Upscale	Small
Wyndham Worldwide	Knights Inn	Economy	Large
La Quinta Holdings	La Quinta Inn & Suites	Midscale	Large
Lakeview Hotels & Resorts	Lakeview Hotels & Resorts	Midscale	Small
Larkspur	Larkspur Landing	Upscale	Small
Marriott International	Le Méridien	Upper Upscale	Small
Legacy Vacation Club	Legacy Vacation Club	Upscale	Small
Red Lion Hotels Company	Lexington	Upper Midscale	Small
Loews Hotels	Loews Hotels	Luxury	Medium
Stout Street Hospitality	Magnolia	Upper Upscale	Small
Choice Hotels International	MainStay Suites	Midscale	Medium
Mandarin Oriental Hotel Group	Mandarin Oriental	Luxury	Small
Marriott International	Marriott Conference Centers	Upper Upscale	Small
Marriott International	Marriott Hotels & Resorts	Upper Upscale	Large
Wyndham Worldwide	Microtel Inn & Suites	Economy	Large
Millenium Hotels and Resorts	Millennium Hotels and Resorts	Upper Upscale	Small
Montage Hotels & Resorts	Montage	Luxury	Small
G6 Hospitality	Motel 6	Economy	Large
Marriott International	Moxie Hotels	Upper Midscale	Small
Accor Company	Novotel	Upscale	Small
NYLO Hotels	NYLO Hotels	Upscale	Small
Omni Hotels & Resorts	Omni Hotels	Upper Upscale	Large
Outrigger Hotels & Resorts	Outrigger	Upper Upscale	Small
Baney Corporation/Oxford Hotel Group	Oxford Suites	Upper Midscale	Small
Carlson Hospitality Company	Park Inn	Upper Midscale	Small
Passport Inns	Passport Inn	Economy	Small
Drury Hotels	Pear Tree Inn	Economy	Small
Choice Hotels International	Quality Inn	Midscale	Large
Carlson Hospitality Company	Radisson	Upscale	Large

Parent Company Name	Brand Name	STR Chain Scale	Size Classification
Carlson Hospitality Company	Radisson	Upscale	Large
Wyndham Worldwide	Ramada	Midscale	Large
Red Carpet Inns	Red Carpet Inn	Economy	Large
Red Lion Hotels Corporation	Red Lion Hotels	Upper Midscale	Medium
Red Lion Hotels Company	Red Lion Inn & Suites	Midscale	Medium
Westmont Hospitality Group	Red Roof Inn	Economy	Large
Marriott International	Renaissance Hotels	Upper Upscale	Large
Marriott International	Residence Inn	Upscale	Large
RockResorts	RockResorts	Luxury	Small
Choice Hotels International	Rodeway Inn	Economy	Large
Rosewood Hotel Group	Rosewood	Luxury	Small
Hospitality International	Scottish Inns	Economy	Large
Wyndham Worldwide	Shell Vacations Club	Upscale	Medium
Marriott International	Sheraton	Upper Upscale	Large
Shilo Inns	Shilo Inn Suites Hotels	Upper Midscale	Medium
Silver Cloud Inns & Hotels	Silver Cloud Inns & Hotels	Upper Upscale	Small
Sixty Collective	SIXTY Hotels	Luxury	Small
Choice Hotels International	Sleep Inn	Midscale	Large
Accor Company	Sofitel	Luxury	Small
Sonesta International Hotels	Sonesta ES Suites	Upper Midscale	Medium
Sonesta International Hotels	Sonesta Hotels & Resorts	Upscale	Small
Marriott International	SpringHill Suites	Upscale	Large
Marriott International	St Regis Hotels & Resorts	Luxury	Small
Intercontinental Hotels Group	Staybridge Suites	Upscale	Large
Stoney Creek Hospitality	Stoney Creek Hotels	Upscale	Small
G6 Hospitality	Studio 6	Economy	Large
Choice Hotels International	Suburban Extended Stay Hotel	Economy	Medium
Wyndham Worldwide	Super 8	Economy	Large
Best Western Hotels & Resorts	SureStay Hotel	Economy	Small
Best Western Hotels & Resorts	SureStay Plus Hotel	Midscale	Medium
Marriott International	The Luxury Collection	Luxury	Small
Marriott International	The Ritz-Carlton	Luxury	Medium
Two Roads Hospitality	Thompson Hotels	Luxury	Small
Marriott International	TownePlace Suites	Upper Midscale	Large
Travelodge Hotels Asia Pte Ltd	Travelodge	Economy	Large
Marriott International	Tribute Portfolio	Upper Upscale	Small
Hilton Worldwide	Tru by Hilton	Midscale	Small
Trump Hotel Group	Trump Hotels	Luxury	Small
Wyndham Worldwide	TRYP by Wyndham	Upper Midscale	Small
Vagabond Inn	Vagabond Inn	Midscale	Medium
Valencia Group	Valencia Group	Luxury	Small
WoodSpring Hotels	Value Place	Economy	Small
Viceroy	Viceroy	Luxury	Small

Parent Company Name	Brand Name	STR Chain Scale	Size Classification
Advantis Hospitality Alliance	Vista Inn	Midscale	Small
Marriott International	W Hotels	Luxury	Medium
Hilton Worldwide	Waldorf Astoria Hotels & Resorts	Luxury	Small
Warwick Hotels	Warwick Hotels and Resorts	Upper Upscale	Small
Marriott International	Westin Hotels and Resorts	Upper Upscale	Large
Westmark Hotels	Westmark Hotels	Upscale	Small
Wyndham Worldwide	Wingate by Wyndham	Midscale	Large
WoodSpring Hotels	WoodSpring Suites	Economy	Large
Wyndham Worldwide	Wyndham	Upscale	Medium
Wyndham Worldwide	Wyndham Garden	Upper Midscale	Large
Wyndham Worldwide	Wyndham Grand	Upper Upscale	Small

■ ABOUT REVIEWPRO



ReviewPro is the world leader of Guest Intelligence solutions, with more than 40,000 hotels in 150 countries. Globally renowned brands like Radisson Hotel Group, Kempinski Hotels, Red Lion Hotels, and Meliá Hotels International rely on ReviewPro to consolidate all guest intelligence into one powerful platform.

The company's cloud-based Guest Experience Improvement Suite includes Online Reputation Management, Guest Satisfaction Surveys, Auto Case Management, and an innovative Guest Messaging Hub. The tools and processes that ReviewPro provides enable hoteliers to proactively turn guest insight into action to prioritize operational/service improvements, deliver better guest experiences and increase guest satisfaction, online rankings, and revenue.

ReviewPro's Global Review Index™ (GRI™), the industry-standard online reputation score, is based on review data collected from 200+ OTAs and review sites in 75+ languages. The GRI™ is used to manage online reputation by benchmarking an individual hotel or group of hotels, comparing results between properties or against competitors, and tracking the evolution of a hotel's performance over time.

To find out how ReviewPro can provide the data and insights you need to improve the reputation of your brand, please visit www.reviewpro.com.